

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXI

NEW YORK, OCTOBER 3, 1912

No. 1

"Advertising plans" sometimes are strange and wonderful documents.

This passing comment is inspired by an experience in which a recent convert to the advertising idea demanded plans-in-advance upon which to base his agency selection.

Plans-in-advance he got in bewildering variety, each pruned beautifully, elaborately trimmed and labeled.

But what that business wanted more than pretty plans and pretty pictures was real advertising common sense, applied only after a thorough and confidential study of its advertising needs.

Our more than forty years have taught us that plans-in-advance are unnecessary, undesirable, dangerous. The plan made carefully to order best commends itself to the shrewder business man.

**N. W. AYER & SON**

**Philadelphia**

**New York**

**Boston**

**Chicago**

**Cleveland**



# THE FEDERALIST

"Put it up to men who know your market"



SOMEbody asks us why we don't solicit new accounts more aggressively. Because we are too busy taking care of what we already have. It is our idea that agency solicitation is much overdone; and that the time is most here when the best accounts will go to the agents who do the best work, regardless of the spell-binders. The sooner, the better.

△ △ △

ALL Printers' Ink readers respect Mr. Larned's judgment on matters of advertising art, so the following paragraph clipped from one of his recent stories will bear re-reading.

"The trade-mark halftone picture originated for a button manufacturer has created no little stir because, squintingly lodged in one of the eyes of the pretty model, was a button. You couldn't miss it. That tiny circle was the first thing you saw. That the circle, in this case, happened to be the product advertised, made the 'stunt' all the more striking."

DON'T you remember the Federalist told you, some time ago, to "Watch the Woman with the Wink?" When you want to start something new, remember who are "originators."

△ △ △

A SUCCESSFUL advertiser in one line came to us the other day with a brand new proposition "ready to begin" as he thought. After investigation we decided a full year's preliminary work was necessary before even the appearance of a tradespaper announcement. And we will probably work harder this first year, on a fair service fee, than we will in the later fatter days that are coming. But then we will know where the distribution is and the demand will be directed to it without lost motion. It's the only way to build up.

HERE'S a new one: One Federalist on the job to see we keep a week ahead of closing date on every publication; three days ahead of promise on all printed matter; "Take time to be ahead of time"—that's the Federal idea, no thanks to Big Ben either.

△ △ △

JUST a reminder to international advertisers that Federal is very well represented both in London and Paris, and if anybody seeks an intelligent advertising service abroad, he ought to get acquainted with Federal's foreign branches.

△ △ △

THIS is the picture you will see not only in the magazines this month but also in the windows of the best furniture stores in the leading cities everywhere—another example of advertising co-operation between maker and merchant—as profitably practised by one of Federal's leading clients, The Globe-Wernicke Co.



Put it up to men who  
know your market.

Federal Advertising Agency  
241 West 39th Street New York

659.105

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# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXI

NEW YORK, OCTOBER 3, 1912

No. 1

## Save "Fixed Price" or Have Chaos

By Louis F. Geissler, Gen. Mgr.,  
Victor Talking Machine Company

**EDITORIAL NOTE**—*The whole advertising world—advertisers, publishers and advertising men of all kinds—is vitally concerned in the situation pointed out by Mr. Geissler. The loss to the manufacturer of his power to fix the resale price of his product would be the loss of one of his biggest incentives to advertise. Multiply this by six or seven thousand, the number of "national" advertisers, and conceive the amount of the threatened shrinkage in volume. And the danger is by no means past.*

Will the American business men of to-day sit still and allow their affairs to be legislated into a condition of commercial chaos, or, will they exert themselves individually to protect the commercial system they have built up and in which they take—and rightly take—an individual pride?

They must, each individual for himself, choose one or the other course, and the choice must be made at once.

I do not wish to create unnecessary alarm—indeed, it would be impossible to do so under the present circumstances, for, with every promise of prosperity, the like of which the country has never experienced, there has been injected into the landscape a startling possibility of business retrogression of the most benighted type.

It is too late now to discuss in detail the terms of the Oldfield bill prepared for the last Congress. I have been asked by PRINTERS' INK to write for the American business man. He will know the details of that bill as well as I know them. He will know, as well as I know, that if that bill ever becomes law the pinch of it will be felt by every soul who

earns a living in any mercantile capacity, North or South or East or West.

Once this thing is established it is established—and there will be no recourse. It will mean that we must again work out our commercial salvation by years of agonizing toil.

A legislation which will produce such chaos may be a travesty upon the purpose for which legislative bodies were established, but there will be no comfort in that knowledge—no comfort in "calling names," when our hard-won commercial prosperity crumbles about our ears.

To prevent a calamity is better than to remedy it. It can be prevented—at least there is a hope of preventing it, and we shall return to that later.

Will you consider with me some aspects of the "Oldfield bill" and some of its too possible effects?

No one, I suppose, will claim that the patent laws of the country, in their present form, have reached the utmost pinnacle of perfection. A real benefit may perhaps accrue, from cautious, well-informed revision, but the Oldfield bill proposes to outlaw the one-price system!

Table of Contents on page 98

114187  
62

## REVERT TO BARTER?

That means, gentlemen, that we revert to the days of barter, when every man aimed to give as little as he could for as much as he could possibly get.

The foundation of commercial integrity was laid on the day when A. T. Stewart and other honest souls marked their goods in plain figures at a fair profit to themselves.

Shall we go back to the dark ages of merchandising? We assuredly shall if you gentlemen do not bestir yourselves, and do it now!

As a poignant example of the incongruities, consider the case of the Interstate Commerce Commission. It was brought into being—for what purpose? To regulate prices—not to stimulate the cutting of them. What was the Government's excuse for the time and money spent? That the people needed protection and the Government itself deliberately chose the fixed price, as the best means to prevent discrimination and secure a square deal for every individual shipper!

Does the Government of the United States seriously contemplate undoing with its left hand the very work done by its right? Surely not—it would be the conception of a lunatic.

A somewhat far-fetched justification for the Oldfield bill is presumably found in that it is designed to correct abuses by the trusts. Did you ever know of a trust which was built up by applying the one-price system? Half of their alleged iniquities involve questions of price-cutting—price-cutting to the point where the weaker perished. The provisions of the Oldfield bill aim to make this the general method of doing business.

Another point of view: There is no law to-day which prohibits the fixing of prices on *unpatented* commodities—nor do the terms of the Oldfield bill prohibit, or, for that matter condemn, the fixing of retail prices on *unpatented* articles. It does prohibit and positively prohibit, the fixing of prices

on *patented* articles. Consider that! Have you ever seen a clearer example of discrimination?

What will be the result?

## WHY INVENT?

Will anyone care to invent anything, when to do so is to invite opposition rather than recompense?

Surely patented as well as *unpatented* articles constitute property. Does equity or even plain decency suggest that a penalty should be imposed on the one and not on the other?

What would the world be to-day if it had not been for the inventor? It is a picture we shall scarcely care to contemplate. Does equity or decency or, finally, wisdom, demand that the inventor's efforts more than any other shall be penalized.

Discrimination! Obvious, palpable, blatant!

The patented article, apparently for no other reason than that it is patented, shall be denied the benefits readily accorded to any ordinary commodity. If this is the patent revision, in heaven's name call off the revisers. The old law contains no such evidence of animosity as this, and the accumulated abuses which may have existed under it are less expensive, less detrimental to the community at large, than such experimentation.

A wiser generation saw the necessity for "promoting the progress of Science and Useful Arts." The Government of the United States, as the other governments of the world had done, enacted laws to secure that desirable result. Has the inventor nothing more to offer us—have we reached the point where we can dispense with his services?

In all this we are to remember that the Government of the United States does not, itself, reward the inventor. The inventor's reward must come from the sale of his invention (when the laws permit). He must literally rustle for himself.

How is that to be done?

Can he take his wares under his



# A Constructive Contribution—

***"It is our belief that Mr. Lawson is making in this instalment, the greatest constructive contribution to the needs of the hour."***

*Editors Everybody's*

That means the November instalment of "The Remedy"—a calmly-written, dispassionate marvel of crystal-clear reasoning. A professor of economy might have written it had he Mr. Lawson's inside knowledge. It is utterly unlike anything Mr. Lawson has ever written.

Every business man in the country—conservative or otherwise—will applaud every word of this masterly, clear unmasking of the device which causes the high cost of living.

***Mr. Advertiser, watch this November issue.***

*Everybody's  
Magazine*

*Robert D. Cunningham*

*Advertising Manager  
New York*

W. R. Emery,  
Western Mgr.,  
Marquette Bldg., Chicago.

arm and by going from door to door, sell enough to pay for weary years of toil? Not possibly! If he is to get any financial recompense—if the world is to enjoy the benefit and use of his invention—he must have distribution. Precisely! Can that be effected by allowing some dealer, for his own personal gain, to so slash the price that there is no profit left and no permanent market possible—or by providing every dealer with a reasonable recompense for the labor and the cost of handling the product?

If the Government of the United States does not reward the inventor, if the laws do not permit him to secure a reward for himself—then the whole fabric of our patent law becomes a mere sardonic joke.

#### INJURY TO LABOR, TOO

Let me ask you to remember that it is not an injury to the inventor alone. The company I have the honor to represent carries five thousand names on its pay-roll—five thousand people for whom life, love and the pursuit of happiness depend on the ability of each individual to earn a reasonable wage. Our distributors and dealers combined have many more than that. By the provisions of the Oldfield bill none of them may count on a profit in handling Victor products, because prices may be cut with impunity. That means war to the knife when only the strongest can survive. The result is obvious.

It is not a question of the Victor Talking Machine Company alone—it is a question of hundreds or perhaps thousands of such companies. Do those of you who sell direct to the consumer find the prospect attractive?

Doesn't it mean something that a child can go a-shopping as safely as his father can? To use a quotation which came to my notice recently: Let us suppose your small son comes to you to-night with the gratifying news that tomorrow will be his birthday, and if you please he'd like a watch. You reach into your pocket, give him a dollar, and, as he races

down the street, you subside with a smile, to the depths of the evening paper. Sonny-boy comes back soon, a bit woe-begone, to say that Skinem & Co. are out of Ingersoll watches, but that they have some others which are better and sell for less money. Does the fact that you can buy the boy a watch for less than a dollar represent anything to you? It does not! You put on your hat and you go out with him to see that he isn't swindled. Why do you do so? Because, while there is every reason to repose confidence in the concern which markets a satisfactory product—knows that it is satisfactory and so is neither afraid nor ashamed to mark its wares in plain figures—it is quite another story when the boy is offered unknown goods, on which the manufacturer, for reasons best known to himself, does not find it advisable to boldly announce the price. Moreover, if the youngster came back with a watch marked "Ingersoll" and had paid only eighty cents for it, you would be uneasy rather than pleased.

#### THE LOGIC OF PRICE-CUTTING

Earlier in this article I spoke of commercial chaos. I used the term advisedly. Suppose that neither your wife, your children nor you yourself could go into the same store two days in succession, nor indeed twice in the same day, and buy the same article at the same price. Would that be anything but chaos?

The impression seems to exist in the minds of some of our legislators that certain lines of goods have a monopoly, whereas in point of fact the demand for these goods is due to nothing in the world but their own intrinsic supremacy—and if that is a subject for penalty, then the end of human endeavor is in sight. So long as an unfilled demand exists for standard goods at fixed prices it would seem that the fixed price and the value of the goods to the consumer must be in the proper ratio. No process has yet been discovered by which any article sold at a disproportionate price

# Deal in Advertising Certainties—not in Problematics

Know that you will come in contact with mail order buyers by getting in touch with the people living in the smaller towns and country who have already poured millions in profits into the coffers of hundreds of advertisers who are enjoying the pulling power of

## **The Vickery & Hill List *and* The American Woman**

**Total Circulation 2,000,000**

To persist in trying to get big results by placing advertising only in magazines with city circulation is simply putting off the day of reckoning—dabbling with advertising uncertainties. The Vickery & Hill List and The American Woman are mail-order certainties—living, going proofs of profit-producing results for advertisers. Do you think that hundreds of advertisers, having used these papers for years past would continue, as they are, unless these papers paid them? There's no sentiment in advertising with the idea of securing results. Try these papers yourself and prove this two-million-power efficiency.

## **The Vickery & Hill Publishing Co.**

**30 N. Dearborn St.  
CHICAGO**

**AUGUSTA  
MAINE**

**Flat Iron Building  
NEW YORK**

can create and sustain a permanent market for itself.

The very fact of a fixed price is a guarantee of good faith and good value, for, if the ratio were strained in any respect, the condition could not continue to exist.

If the world is to continue its march forward we have need of the inventor, for he it is who lightens the world's labor and adds to the world's joy. If labors are to be lightened, and the pleasure of life augmented, these inventions must be within reach of the people who have need of them. If this is to be done there must be dealers to distribute the invention, and there is not any other way in which they can be secured than by providing a margin of profit for them. It is a simple, effective, equitable method, which provides a measure of recompense for all. England and Canada, both famous for their legislative sanity, find it necessary to strongly uphold the regulation of prices on patented articles. There is no reason to suppose that there are basic differences between their national, economic or personal needs and ours.

#### INTENSIFYING AN ABUSE

As I have said before—once the Oldfield bill becomes law there is no recourse. The prosperous times to which we are gradually climbing will be utterly nullified by a bitter war of price-cutting, upon which no general prosperity can possibly be established. The only thing which can be promoted is the aggrandizement of some few isolated price-cutting establishments. If that is the result of United States legislation, then those legislators will have, themselves, brought about the very abuse which, presumably, they sought to abate.

Our commercial system, the superiority of which is recognized among the nations to-day, will be incredibly disrupted. The very incredibility of it is where much of the danger lies. Pitifully few manufacturers appeared at Washington for hearing. The thing is incredible. Our minds simply refuse to accept it, but the man who

so continues may awake to find his ambitions and his hopes and the accomplishment of years a mass of debris.

There is time—barely time—and there are opportunities to prevent the introduction of this ominous experiment into our commercial equation. Our representatives in Congress can help, *will* help, if every individual who has anything at stake in the commercial world *insists upon it*. Everybody's business is notoriously nobody's business—that's where the danger lies. It is your *personal duty* and mine to see that our representatives "In Congress assembled" have a clear knowledge of the effects of this proposed legislation. Many of them are candidates for re-election this year—when they assemble they do so for the express purpose of promoting our national and communal welfare. I do not believe they will deliberately ignore the expressed desire of their constituents—but, if that desire is not proclaimed, again and again if necessary, then the blame will in a great measure be ours—yours—and mine—rather than theirs.

Do this—see that everyone in your establishment does it, too. Do anything else which may occur to you, for, if you sit idly by, you may find your actual or potential prosperity scattered to the winds of heaven overnight.

Our personal duty is plainly before us. We ourselves have sent out nearly a quarter of a million pieces of literature concerning the effects of the proposed legislation, including Mr. Johnson's treatise on "Price-cutting." Our general counsel, Mr. Pettit, has appeared, as have other members of our legal department, before the committee in Washington. The company I represent has no more at stake than many others. It is my most earnest hope that we are not more awake to the threatened danger than are these others.

Warren J. Chandler has resigned advertising manager of Thomas Meehan & Sons, horticulturists, of Germantown, Pa., after fourteen years of service and has entered the publishing department of the S. S. White Dental Mfg. Company, of Philadelphia.

**W**E know a Wall Street operator—a man who has made millions on the market—who wanted a Pierce-Arrow.

He was unduly conscious of the fact that he was a sharp, shrewd buyer.

And he bargained and he bargained, and he could not get a concession—no, not even a little one.

So he did not buy a Pierce.

The car he did buy gave him the concession, but not the perfect service he started out to get.

And he waxes exceeding wroth.

Not wroth at himself but at the people who would not yield to his will.

If he were an advertiser, which, fortunately for him, he is not, he would employ a split-commission agency.

And for the slight saving made would lose a large percentage of his appropriation in the low efficiency of his campaign.

Concessions and high efficiency are incompatible.

You can't have both, you know.

## Calkins & Holden

An organization for the conduct of advertising campaigns

250 Fifth Avenue, New York

## ADVERTISING WHEN THE MARKET IS "THIN"

HOW THE DEMAND FOR SAMUEL CABOT'S STAINS HAS BEEN SLOWLY BUT SUCCESSFULLY DEVELOPED FROM AN UNPROMISING BEGINNING—ONE STYLE OF COPY AND ONE SIZE SPACE HAVE ESTABLISHED THEMSELVES AS THE BEST PRODUCERS OF INQUIRIES—CABOT'S NEW BRANDS, LATELY PUT OUT, FIND AN ADVANTAGE FROM THE ACCRUED GOOD WILL

*By Paul T. Cherington.*

[EDITORIAL NOTE: The following article is a convincing answer to the manufacturer who insists that he cannot advertise because his demand comes from widely scattered sources. He would like to advertise, he pleads, if he could see his way. But of those who read a consumer medium, only one person out of many, he argues, is a possible customer. Only one person is a possible customer *to-day*, yes. But many of those whom he discards "because they are not in the market" will buy tomorrow, or next week or next month. They will read his advertising now and it will have its weight in influencing their selection when they do get ready to buy. That a policy of advertising upon this basis is not only practicable in theory but is actually profitable is proved by the very interesting campaign described below.]

Samuel Cabot, of Boston, began making shingle stains in 1882. He made them by a secret process. But they had creosote in them.

out-of-doors; they were made of creosote and by Cabot, who was willing to stake a good old New England name on them.

That was the product and that was the name when M. G. Bennett began to work at advertising it in 1889—seven years after it was put on the market. There were some good things about the product, but as a subject for advertising it had limitations. Look at the "possible market," for instance. These stains could be used only for rough surfaces of wood on the exterior of a house. One small corner of one small section of the paint market was their field. Furthermore, they were neither big initial sellers, nor quick repeaters. If the owner of a new house wanted ten gallons of stain at seventy-five cents a gallon this May, he was out of the market so far as that house was concerned for five or six years, or perhaps even longer. A sale like that of a product manufactured to sell on a very close margin of profit could not carry a very heavy advertising outlay, nor a very heavy selling expense.

### LIMITATIONS OF THE MARKET

The market for the product was among the owners of houses with wooden shingles or other exposed



*Stained with Cabot's Creosote Stains  
E. G. Gordon, Architect, St. Louis*

## The Book of 100 Houses

*Sent free to anyone who intends to build.*

This book contains photographic views of over 100 houses of all kinds (from the smallest camps and bungalows to the largest residences) in all parts of the country, that have been stained with

### Cabot's Shingle Stains.

They are designed by leading architects and are full of ideas and suggestions of interest and value to those who contemplate building.

**SAMUEL CABOT, Inc.,** Sole Manufacturers,  
129 Milk Street, Boston, Mass.  
Agents all over the Country.

### COPY ADVERTISING A FOLLOW-UP

Now one can't be terribly secret about creosote, and, besides, creosote is mighty good for shingles, and so this new product was called Cabot's Creosote Shingle Stains—a good name, and descriptive. They were a stain, and not a paint; they were for shingles or other rough woodwork

rough woodwork. City houses outside of the fire limits and wood-roofed, suburban houses, bungalows, cottages, summer camps, and to a limited extent farmhouses and barns, made the main part of the possible field for use. Through architects who designed such buildings, through



**"When a man buys a cheap article, he feels good when he pays for it, and then feels rotten while he's using it; but when he buys a quality article, he feels good every time he uses it, and he thinks about the quality a long time after he forgets the price."**

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Did you catch that one?

It's in The Outlook.

The series is running now in the Magazine Numbers.

Elmer Ferris is responsible.

He calls his chapters "Codfish versus Greek,"

"Particularly Prunes," "Crackers and Competition,"

and "Joy Selling"—whatever that means.

**Pete Crowther**



contractors who built them, and through painters, some interest could be aroused—particularly through architects—but the owner of the house was the man who bought the stain ultimately.

Furthermore, it was almost impossible to get at the real purchaser at the time when his actual purchase was to be made. An advertising appeal made to-day

direct to the consumer whenever he wished to purchase in that way. But there were difficulties in that method. For example, what enthusiastic housebuilder in Seattle could be troubled to get ten cans of stain from Boston, when his hands were so full of trouble already? To meet this difficulty an agency system was worked out, and



Stained with Cabot's Shingle Stains  
B. F. White, Archt., N. Y.

Save Half Your Paint Bill  
Save Half Your Labor Bill

by using

### Cabot's Creosote Stains

Paint costs more than ever before, and is poorer in quality. These stains cost half as much and can be put on twice as quickly, halving the labor cost. They are infinitely softer, richer and more artistic in their coloring effects, and are adapted for shingles, siding, boards, and other exterior woodwork. Made of Creosote "the best wood preservative known," and the strongest and finest fast colors, ground in linseed oil.

You can get Cabot's Stains all over the country.

Send for free samples of stained wood.

**SAMUEL CABOT, Inc., Mfg. Chemists**  
129 MILK ST. BOSTON, MASS.

NO OTHER STYLE OF COPY COULD SHOW RESULTS AS GOOD AS THIS

might reach the prospect and convince him that Cabot's Creosote Shingle Stains were what he wanted for his house. But suppose he did not begin building till next year, and suppose in the meantime he had entirely, or partly, forgotten about what he once thought of Cabot's Stains. The chances that he would demand Cabot's Stains in his specifications would be very meagre. And if the architect were lukewarm and the painter antagonistic on the stain question, the desire created in that man by the advertising would never buy a gallon of stain.

So, because the market was thin and hard to keep in line, the problem of working out a good distribution system was serious. A paint dealer did not care to be bothered with a line that had only an infrequent sale at best, and on which the profits were small, and many paint dealers expressed their disinclination to handle the new product, not merely by a passive refusal to carry it or buy it, but by active and bitter opposition to it. It was not possible to send the prospective buyer around the corner to his drug-store for a can of Cabot's Stains. At first the product was sold di-

rect now there are in various parts of the country some 300 or more "agents" for Cabot Stains, besides two branch houses in Chicago and New York, respectively. These agents, by special arrangement, carry stock of size varying with the importance of their market, and to them are referred all inquiries received from their territory. To them, also, are referred architects and contractors and painters in their region, and they are given various forms of help in supplying whatever demand arises. These agents are mainly paint dealers in the Eastern part of the country, and builders' supply houses in the Western part of the country, where that type of concern is an important part of the building trade.

Here, then, was a new product with a limited market, sold at a small margin of profit, and in small lots, with only infrequent resales. And, worse than all, there was no way to be sure that the advertising effect would ever react in the form of a sale, and there was no support from the regular selling channels. It was not a very alluring advertising prospect. was it? And that was away back

(Continued on page 17)

# "Keeping Everlastingly At It Brings Success"

PHILADELPHIA  
300 CHESTNUT STREET  
NEW YORK  
FIFTH AVENUE BUILDING  
BOSTON  
OLD SOUTH BUILDING  
CHICAGO  
105 SO. LA SALLE STREET  
CLEVELAND  
SWEYLAND BUILDING

## N. W. AYER & SON ADVERTISING

PHILADELPHIA September 19, 1912.

J. A. W.

Printers' Ink,  
12 West 31st Street,  
New York City.

Gentlemen:

We have your favor calling attention to the fact that our advertising contract with you will expire next month, and write to say that it will give us pleasure to "keep at it" with you for another year.

In our opinion, you are making a good publication—one that deserves the support of the entire Advertising Fraternity. You cover the field as far as important matters are concerned, or to put it in another way if it relates to advertising, you will find it in Printers' Ink.

With best wishes, we remain,  
Very truly yours,



**"If it relates to advertising you will find it in PRINTERS' INK." What is the publisher who "stays out" related to?**

**Benjamin F. Dennis  
died Monday Noon,  
September Thirtieth,  
Nineteen Hundred  
and Twelve**

"I can't get over this morning, Chief. I'm pretty bad and you will have to look after 'my people.' Take good care of them because we must make their advertising pay. Bring me a magazine as soon as it is off press."

Ben F. Dennis, of the American Sunday Magazine is dead. Saturday he came in from New England. His trip had been successful. He was buoyant and happy.

Sunday, he failed to recover from a serious operation and died Monday at noon.

His last words to "his chief" as he invariably referred to the writer, are printed above.

His message to "his chief" is a last message to his advertisers, by whom he was admired and loved for his honest loyalty to them and his beautiful devotion to his organization.

The profession has lost a "hundred point" man. Words are not coined that will adequately express the vastness of his loss to his colleagues and "his chief."

WILLIAM H. JOHNSON

# ANNOUNCING

## A Change in Size, Title and Policy

Readers of The Fruit Grower are not growers of fruit exclusively. They are mainly general farmers, interested in fruit growing, the average farm comprising 160 acres.

We are going to make this publication of *more* interest than ever to our readers and, commencing with the October number, we will carry, every month interesting articles pertaining to various phases of general farming. Commencing with the October edition The Fruit-Grower will be known as

# The Fruit-Grower

# and Farmer

"The National Farm Magazine," ST. JOSEPH, MO.

As heretofore, The Fruit-Grower and Farmer will be the leading exponent of the great cause of horticulture, but will have this general agricultural matter in addition. An expert Agricultural Editor will have charge of this feature.

The size of The Fruit-Grower will be changed, making the page slightly shorter and more convenient to handle. An up to date rotary magazine press has been installed in our plant by R. Hoe & Co., and the October number will be the first edition on this new machine, which will enable us to get the publication in the mails more rapidly.

This new feature will make The Fruit-Grower and Farmer a better puller for advertisers than ever before. A heavy sample copy edition of October will be sent out on account of this change in policy.

The United States Census report shows that fruit-growing farmers have a buying power 2.61 times that of any other rural class.

The 100,000 members of The Fruit-Grower family, therefore, can and do buy as much as 261,000 of any other rural population.

Old rates will hold good until September 1st, 1913, to all patrons who make reservations for space AT ONCE.

The year 1919 has been a record breaker for our readers on all classes of crops. Send copy early for November number. Last forms close October 28th.

By no other methods can you so cheaply reach such a high grade list of 100,000 prosperous general farmers and fruit-growers. Tell them your story.

They have the price to buy your goods—it's up to you.

## The Fruit-Grower and Farmer

"The National Farm Magazine"

ST. JOSEPH, MO.

### BRANCH OFFICES AND REPRESENTATIVES

|             |     |   |
|-------------|-----|---|
| CHICAGO     | - - | J. C. Billingslea, 816 First National Bank Building |
| NEW YORK    | - - | A. H. Billingslea, No. 1 Madison Avenue             |
| ST. LOUIS   | - - | A. D. McKinney, 3d National Bank Building           |
| KANSAS CITY | - - | Mart J. Barrons, 821 New York Life Building         |
| MINNEAPOLIS | - - | Roy R. Ring, 711 Globe Building                     |

Member "Foremost Farm Papers"—The Million and a Quarter List

Reg. Trade Mark, Bro. Jonathan

in 1889, when there was even more to be learned about advertising than there is to-day.

#### SUCCESS BREEDS COMPETITION

But the Cabots tackled this knotty problem, and they solved it. To-day they not only have a big business of their own, but they have competitors, which is the best of evidence that they are succeeding. And more than that, they have built up quite a fine little family of kindred products which owe their success in a large measure to their older sister.

And how did they do it? It comes near being a perfect example of "absolute advertising"—or advertising without any help from distribution or other sources. Mr. Bennett declares that they never have adopted a set "policy," nor have they laid out elaborate campaigns. They couldn't afford to do that.

But we are inclined to believe that it was not mere accident that the basis, direction and form of the advertising done during all these years have been sound—and carefully adjusted to the product, and its distribution conditions.

#### BASIS OF THE APPEAL


The basis of all appeals has been twofold—beauty and protection. The stains produce a beautiful effect, softer and more artistic than paint, and they preserve the wood.

In the main the advertising appeals have been centered on two groups—the owners and the architects. Some work has been done with contractors, painters, paint dealers and others. But the burden of effort has been to get the owner to want the stains and the architect to specify them. Both

of the main lines of appeal had a strong influence on the owner. The artistic one reached the architect forcibly, and the practical one affected him feebly at least. And so, "reason-why" copy was used for Cabot stains a long while before the name "reason why" was invented.


#### COPY THAT HAS SURVIVED AS FITTEST

From the start, or very soon after, one special type of copy proved to be the best inquiry-




**The Book of 100 Houses**  
(and Sundry Other Buildings)

that have been Preserved and Beautified by



**Cabot's Creosote Shingle Stains**  
with Opinions of Many who have used  
them and know them best



**Samuel Cabot, Inc.,** Sole **Manufacturers, Boston, Mass., U. S. A.**

#### THE CHIEF FACTOR OF THE FOLLOW-UP

puller. And inquiries sent to the head office constitute about the only measure of results which the concern has been able to follow. This form of copy was an artistically treated halftone or line-print of some attractive shingle house with the name of the owner, the location, the name of the architect and often a letter from some user of the stains, or perhaps an explanation of some of the merits of the material. But always

two impressions were left. The stains beautified and they preserved.

Other forms of copy without number have been experimented with, but none brings as many inquiries as come from the use of some variation of this form of appeal. It may be that other forms create a different, or even deeper, impression. But this form pleases the architects and it makes the owners of actual or prospective houses write to Boston for more news about the Cabot stains.

Another curious thing has been disclosed by using this type of copy over a period of years. That is the complete demonstration of the fact that, for this product, sold as it is, a quarter-page in a magazine is the maximum size in efficiency. Repeatedly, half pages used for this form of copy have brought in returns which cost just twice as much per inquiry as those received from the same copy in quarter-pages. This latter size of copy, with an attractive house pictured, and a particularly good bit of copy attached, has brought in inquiries at as low cost as 25 cents each. To be sure "inquiries" for shingle stains do not constitute sales. But in this line, sales resulting from a given piece of copy are absolutely untraceable. The long delay between appeal and reaction makes all tracing out of the question.

Take a most favorable case, for instance. Suppose a man in St. Louis is really going to build a house. He sees a Cabot ad during the spring campaign and writes for the "Book of a Hundred Houses," which is offered to prospective house builders. His name is sent to the St. Louis agent, who plies him with suitable letters and selling talks, and learns the name of his architect and even persuades him. Now, suppose the house is built during the summer and stained with Cabot stains. How is the agent to know, except by accident, which of the fifty lots of twenty-five cans of No. 6024 Burnt Sienna Stain, that he sold to painting sub-contractors during June, was for this special job? And if the interval between the in-

quiry were three years instead of three months, how much more difficult would it be to know what were the sales results of the advertising?

#### EASIER MARKET FOR NEW BRANDS

What is known is that Cabot stains have, through publicity, won an accepted place among knowing owners and architects, and that the business of the concern represents a very satisfactory share of the stain business of the country.

Another result of this long career in publicity is found when the company puts out a new product. For instance, not long ago, there grew up among architects a demand for some form of white pigment for suburban houses which would not be as glossy as paint but which would be durable. Old-fashioned whitewash gave just the desired effect, but it was not durable. So the Cabots put their chemists to work and they brought out "Cabot's Old Virginia White," which gave the effect of whitewash glorified, and had the lasting powers of creosote stains.

A tidy brown folder—a line-drawing of a real house after the Cabot manner, printed in brilliant white—carried to architects the message of the new product, with all the Cabot reputation back of it. And it sold "Old Virginia White" like the filler of a long-felt want. That was in part a reward for the patience and persistence of the stain campaign. The story of "Cabot's Brick Stain" is somewhat like the story of "Virginia White." The momentum of the shingle stain advertising game is a capital start.

#### NEW MANAGER OF A. A. A.

Walter D. Getty, for seven years head of the second-class matter bureau in the Chicago post-office, has been appointed manager of the Association of American Advertisers, succeeding C. P. Knill, whose appointment as Western representative of the New York Sun was recently announced.

R. R. Shuman, advertising manager of the Liquid Carbonate Company, Chicago, has been appointed a member of the National Vigilance Committee of the Associated Advertising Clubs of America.



## 5 Mining Companies In One State Are Spending \$12,000,000

**T**WELVE millions' worth of new machinery, equipment, supplies, buildings, etc., are being bought by these five companies.

Among the Mine Managers, Superintendents and Engineers of those *five* mines there are *sixty-four* readers of

### THE ENGINEERING AND MINING JOURNAL

It is those sixty-four men who have the say about what kind of machinery equipment, etc., that \$12,000,000 is going to buy.

Are they worth reaching with *your* selling story?

If you manufacture anything to sell to the field of metal mining and metallurgy, you'll reach just that class of men all over the field by advertising in the Engineering and Mining Journal.

Its readers are the men whose word goes when there's buying to be done,

To make *YOUR* advertising right—consult our *Make-It-Pay* Department. Tell them *WHAT* you want to advertise—they'll know *HOW*.

Drop them a line to-day.

**HILL PUBLISHING CO.**

505 Pearl Street  
NEW YORK

**T**HE five quality-circulation engineering weeklies of the Hill Publishing Co. are:

*The Engineering and Mining Journal* (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

*Engineering News* (1874)

The Standard Paper of Civil Engineering. Circulation 13,750.

*American Machinist* (1877)

Devoted to the Work of Machinery Construction. Circulation 23,750.

*Power* (1880)

Devoted to the Generation and Transmission of power. Circulation 31,000.

*Coal Age* (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 8,750.

## LONG LIFE NEWSPAPER ADVERTISING

CONSOLIDATED GAS CO. GETS RESULTS FROM NEWSPAPER AD MANY WEEKS OLD—VISITORS TO INDUSTRIAL LABORATORY TELL WHERE THEY SAW THE AD—HOUSE-ORGAN AND GAS BILLS OUTPULLED

The Consolidated Gas Company of New York (which supplies the boroughs of Manhattan and the Bronx completed the first lap of a newspaper campaign in June last, and is still receiving direct and tangible results from the advertising.

The company was after one particular class of business—the manufacturer who might be persuaded

only that gas *could* be used in place of other fuel, but that its use would be more economical.

For demonstrating purposes the company erected a building over on Second avenue, quite out of the main lines of travel for the class of men they most desired to reach, and filled it with industrial appliances of every description—boilers, kettles, annealing furnaces, forges, etc., etc. Each appliance was in perfect working order, connected with the gas mains, and each with its individual meter, so that the prospect could be shown exactly what the cost of the operation would amount to. It was the purpose to have the candy manufacturer, for example, bring his own materials if he desired, or take some furnished by the gas company without charge, and superintend the manufacture of a batch in the gas appliances in the laboratory. At the end of the process he would be shown the meter register and told exactly what it would cost him.

Of course the most essential thing was to catch prospects and persuade them to visit the laboratory. There was mighty little chance of a manufacturer "happening in," drawn by the windows which faced Second avenue. Any time such an individual happened to be in that neighborhood—which wasn't often—he would be too busy to indulge in curiosity. It was necessary to bring them there with the definite purpose of visiting the laboratory.

Since the company has absolutely no interest in consumers living beyond the reach of its own mains, circulation outside Greater New York was absolute waste when it came to advertising the laboratory. Three methods, in fact, were open to the company; the daily newspapers, the backs of the gas bills, and the company's own house-organ, *Gas Logic*. A circulation of more than eight hundred thousand is available through the gas bills, and at very small cost, since they must be printed on one side anyway. Of the house-organ, 31,000 copies are sent out every month, all within the company's field. During the



### There's A Right Way

to boil meats, syrups, paste, etc.—and a wrong way! Perhaps you are doing it the *wrong way*—using out-of-date coal-fuel, fire-building, dirt-making—time, space

and labor-wasting methods.

Do the thing the *right way* with a

### Gas-Fired Cauldron Furnace

Works quickly, saves floor space and labor, is convenient, easily regulated and always ready for use.

Keeps down intense heat; keeps up your employees' vitality. Call at the

### Industrial Gas Appliance Laboratory

214-220 Second Ave. (Corner West 23d St.)

and see a Cauldron Furnace at work. You may put it to any test! If a gas burner can be fitted to your present appliance, experts will show you how.

Call today! If you cannot call, telephone **Gramercy 47**.

Open Daily from 9 A.M. to 5 P.M. :— Close at noon on Saturday.

**Should Be Used By**

|                    |   |
|--------------------|---|
| Delicatessen Men   | — |
| Makers of Soups    | — |
| Food Manufacturers | — |
| Bakery             | — |
| Butter             | — |
| Cold Cream         | — |
| Bleaching          | — |
| Shed Nuts          | — |
| Cheese and Sauces  | — |
| Bar, etc., etc.    | — |

NEWSPAPER COPY THAT PULLED IN-  
QUIRIES FOR SEVERAL WEEKS  
AFTER BEING DISCONTINUED

to use large quantities of gas in factory operations. This class of trade is highly profitable, of course, since it costs no more in supervision (meter reading, accounting, etc.) for the man who uses a million cubic feet a month than it does for the apartment dweller who burns two thousand or less. But a campaign of education was necessary to demon-  
strate to the manufacturer not

course of the campaign the company used practically every morning and evening newspaper, English and foreign, in Greater New York.

Every visitor at the laboratory was questioned as to his reason for coming there, and wherever possible the name of the newspaper was obtained in which he saw the advertising.

Robert E. Livingston, advertising manager of the company, is authority for the following table of results during the seven weeks since the advertising was discontinued June 21. In every case the figures given are the total number of visitors received during the week who definitely stated that they came in answer to a newspaper advertisement. Mr. Livingston says that many of them produced the advertisement itself, which they had been carrying about as a memorandum.

|             |            |    |          |
|-------------|------------|----|----------|
| Week August | 5-10.....  | 8  | visitors |
| "           | 12-17..... | 8  | "        |
| "           | 19-24..... | 11 | "        |
| "           | 26-31..... | 15 | "        |
| September   |            |    |          |
| "           | 2-7.....   | 15 | "        |
| "           | 9-14.....  | 12 | "        |
| "           | 16-21..... | 15 | "        |

Total to date.....84 "

It is interesting to note that during the same period, the visitors who named *Gas Logic* totaled 31, and those who mentioned the gas bill as the source of their interest were only three.

#### BENJAMIN F. DENNIS DIES

Benjamin F. Dennis died Monday, September 30, in his thirty-second year, at St. John's Hospital, Brooklyn. He was taken there Saturday for a serious operation, from which he failed to recover.

Mr. Dennis had for eight years been a member of the advertising departments of the Hearst organization, six years of his time having been spent entirely in the Sunday magazine department.

Prior to his association with the Hearst organization he was a member of the advertising departments of the *United Sunday Magazines* and the *New York Times*.

Mr. Dennis is survived by a widow and three sons.

Palmists, crystal gazers and the like, who infest London's West End, will not be allowed to advertise hereafter, Scotland Yard having placed a ban on such advertising.

## Unimpeachable

Under the McClure rebate-backed guarantee, McClure quantity equals McClure quality.

Both are unimpeachable.

## McClure's Magazine

ERNEST F. CLYMER

Mgr. Adv. Dept.

NEW YORK

# Prosperity Signifies Efficiency

Believing that one of the surest evidences of efficient service is found in the record of a steady and healthful growth, THE CHICAGO TRIBUNE desires to present to its friends and patrons a few statistics with the hope that their deep significance may be readily recognized. THE TRIBUNE believes that the record thus submitted will satisfactorily confirm, not only THE TRIBUNE'S complete supremacy in its field, but also the fact, already well known to THE TRIBUNE'S management, that this supremacy is steadily increasing in magnitude.

## Circulation

The circulation of THE TRIBUNE in Chicago is greater than the combined circulation of all the other morning papers in the same territory. This is a new record of which THE TRIBUNE is particularly proud. Privilege of circulation examination has been given to the Association of American Advertisers, the last certificate of this Association being dated December 26, 1911. THE TRIBUNE'S circulation supremacy is maintained without so much as a two-cent stamp in the way of premium or bribe. No inducements other than the value of the newspaper itself are offered to TRIBUNE readers.

CHICAGO TRIBUNE'S supremacy in advertising is fully as impressive as in circulation. The total volume of paid advertising in all Chicago exceeds for the month of August

its commanding lead over the other Chicago morning papers:

| Kind of Advertising | Percentage of Tribune's Lead Over Next Morning Paper for August |
|---------------------|---|
| *Want Ads           | 130%  |
| *Tobacco            | 367%  |
| *Clothing           | 178%  |
| *Furniture          | 124%  |
| *Resorts            | 73%   |
| Automobiles         | 38%   |
| Musical Instruments | 25%   |
| Department Stores   | 10%   |
| Educational         | 5%  |

\*In these classifications THE TRIBUNE'S volume exceeds that of all the other morning papers combined, in Want Ads by 9%; Tobacco, 68%; Clothing, 33%; Furniture, 23%; Resorts, 3%.

THE CHICAGO TRIBUNE'S commanding lead over all other papers is maintained under a strict censorship of all advertising copy, similar to that of the best monthly magazines. THE TRIBUNE does not print objectionable medical, fake financial, loan shark or any other kind of improper advertising, of which some of the other Chicago papers often print as much as 100 columns a month.

Perhaps the clearest idea of THE TRIBUNE'S supremacy in the Chicago morning field can be obtained by a glance at the following table which shows the percentage and for September to date. Note the increasing gap between THE TRIBUNE and the second morning paper:

paper itself are offered to TRIBUNE readers.

**CHICAGO TRIBUNE'S** supremacy in advertising is fully as impressive as in circulation. The total volume of paid advertising in all Chicago papers for the month of August and the gains and losses over last year follow:

|                           | Gain Over  |            | Loss Over  |            |
|---------------------------|------------|------------|------------|------------|
|                           | Aug., 1912 | Aug., 1911 | Aug., 1912 | Aug., 1911 |
|                           | Cols.      | Cols.      | Cols.      | Cols.      |
| TRIBUNE .....             | 2748.42    | 221.37     |            |            |
| Second Morning Paper..... | 1574.25    |            | 127.08     |            |
| Third Morning Paper.....  | 1447.21    |            | 153.50     |            |
| Fourth Morning Paper..... | 744.98     |            | 235.52     |            |
| First Evening Paper.....  | 1941.15    |            | 117.03     |            |
| Second Evening Paper..... | 866.18     | 77.71      |            |            |
| Third Evening Paper.....  | 632.58     |            | 66.79      |            |
| Fourth Evening Paper..... | 549.89     | 2.50       |            |            |

These statistics are from the Washington Press, an independent audit company, whose service is subscribed to by all Chicago papers.

THE TRIBUNE'S record in the following important classifications of advertising for the same month indicates a few of the sources from which THE TRIBUNE draws

the greatest part of its advertising. The Chicago morning field can be obtained by a glance at the following table which shows the percentage and for September to date. Note the increasing gap between THE TRIBUNE and the second morning paper: Percentage of CHICAGO TRIBUNE'S Lead in Advertising Over \*Second Morning Paper

| (From the Official Figures of the Washington Press)                        |     |
|--|-----|
| January .....  | 42% |
| February .....   | 49% |
| March .....  | 56% |
| April .....  | 66% |
| May .....  | 59% |
| June .....   | 67% |
| July .....   | 68% |
| August .....   | 89% |
| September 1-19 .....   | 97% |
| *For August (and September to date) this paper has dropped to third place. |     |

THE CHICAGO TRIBUNE takes this opportunity to thank its readers and its advertisers for their patronage and to express the hope and belief that its service to both will be even more satisfactory in the future than it has been in the past.

# The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Office, 1207 Croisic Building, 220 Fifth Ave., New York City

## HOW INSTALMENT SELLING OPENS UP NEW MARKETS

EXPERIENCE OF A CONCERN THAT HAD SEEMINGLY EXHAUSTED ITS SALES POSSIBILITIES IN CERTAIN DISTRICTS—WHAT AN INVESTIGATION DISCLOSED—SELLING TYPEWRITERS TO RAILROAD MEN—INSTALMENT BUYING APPEALS TO MEN OF MODERATE SALARIES

*By Munson Hunt.*

Instalment selling has made a distinct place for itself as a factor in modern merchandising, as has been brought out forcefully of late in the experiences of several well-known concerns.

The manufacturers of a household specialty article retailing at fifteen dollars succeeded in getting distribution for their product in upwards of 5,000 carefully selected towns. In these districts they licensed certain dealers to sell as exclusive agents and took upon themselves the expense of a well-planned local advertising campaign, linking the dealer's name with theirs. This campaign was supplemented by national advertising, directing consumer to dealer, and providing a method for checking up calls made by consumers at the dealers' stores. The plan "made good" and for three years the concern got exceptional results.

At the end of three years, however, the manufacturers, pioneers in the trade, found that they were no longer alone in the field, since competitors had pounced upon their list of towns and had followed their campaign with an offer of a similar article in the same territory at a lower price. The pioneer company's sales did not fall off noticeably, but it was readily conceived that this would soon happen if the question of competition was not looked into thoroughly. So the company sent out scouts to size up the situation.

These investigators spent several weeks in the field. At length they returned, and in conference agreed that the licensed dealer wanted more advertising co-oper-

ation and that he wanted it concentrated on *him* rather than on general publicity. The dealer's argument amounted to a plea to the manufacturer to stand the expense of advertising not only *the article* but the *dealer's store*.

After some deliberation the concern accepted this counsel to a certain extent. To do this, however, without increasing its appropriation, magazine advertising and general publicity were abolished for a time. The dealer was advanced in rank from captain to general and was trusted to wage his own warfare in his own front dooryard.

Then the sales fell off, not suddenly, but gradually enough to cause alarm, and the concern realized that some rival products were getting an excellent prestige in the market. Besides this, the concern felt itself somewhat at sea through the loss of a key to the amount of the consumer demand created by its advertising, since this advertising had now become only a local factor, and demands, of course, were made direct to the storekeeper. It was evident that the time had arrived either to cut prices or to spend more money in general advertising.

But the concern did not feel warranted in doing either. It felt that something was radically wrong with its method of distribution and put the matter up to its advertising manager, who at once established a camp in the province of one of the concern's live-wire dealers and decided to stay there until he had solved the problem.

It took three days to solve it. The advertising manager found that the dealer-agent in that town had sold the product to *everybody in the place who could afford to buy one at fifteen dollars*. The only possible purchasers remaining were those to whom fifteen dollars was too big an amount to be gathered together at one time. These persons were not buying a competitor's article, although they knew the relative merits of each. The fact was that any such article whatsoever was out of their

## Two Sets Free

# Advertising Data Cards

- SERIES A**
1. Selecting Newspapers
  2. Selecting Magazines
  3. The Rate Unit
  4. Advertising Agency Services
  5. Printing
  6. Art in Advertising
  7. Morning Papers
  8. Evening Papers
  9. Sunday Papers
  10. Plates
  11. "Five-Copy" Order System
  12. Price Demoralization
  13. Agency Responsibility
  14. "Half Baked"
  15. Sampling
  16. Changing Copy
  17. Local Advertising
  18. Sales Follow Advertising
  19. Distribution
  20. The Starting Point

**THIS SET  
FREE**

- SERIES B**
1. Short Rates
  2. Position
  3. Time Element
  4. Making a Schedule
  5. One "Squirt"
  6. "Charity" Advertising
  7. "In Season" Advertising
  8. "Attractiveness"
  9. Flat Rates
  10. A Basis for Copy
  11. Size of Advts.
  12. Educational Advertising
  13. Puffed Up
  14. Retail Friendliness
  15. Concentration (National)
  16. Concentration (Local)
  17. Penalties
  18. Inside Service
  19. Keeping Up To Now
  20. A Window Fallacy

**THIS SET  
FREE**

The manufacturer of nationally distributed goods thinking of engaging the services of an advertising agency is more interested in knowing something about the experience and views of that agency than he is in hearing the agent talk about himself or his organization.

We offer free two sets of our Advertising Data Cards, Series A and Series B, to any such manufacturer who is now a national advertiser, or thinking of becoming an advertiser (otherwise \$2.00 for the two sets).

It is more important for an advertiser to make his own investigation of the advertising agencies which he is considering than to have these agencies "sell themselves" to him.

Of course, requesting these Data Cards places no obligation upon the advertiser, but we would appreciate the use of business stationery, or official title of the writer, and if convenient, samples of advertising being used.

*M.P. Gould Company*

Advertising Agency .

31 East 22d Street

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NEW YORK



reach, just as a piano or a telephone would have been. It was evident that all such concerns must sit back and wait for these people to get rich—or else adopt a new selling policy.

#### HOW NEW CLASS OF CUSTOMERS WAS REACHED

This conclusion formed the basis of the advertising manager's report. The company must find new channels of distribution or else make an effort to reach a new class of customers. The trouble was not competition. Nor was the remedy price cutting. The list of licensed dealers must be increased or else a selling plan adopted that would attract those in the already explored territory to whom the article was now a forbidden luxury.

It took the directors of this concern but a few moments to decide on a course. To increase the list of dealers meant the expenditure of a large sum in new advertising. It meant, also, the invasion of city territory, long ago abandoned as unproductive for this particular article. The list, as it stood, contained only such establishments as might make capital out of the prestige of such an article as that offered—stores managed by merchants who had time and opportunity to add the force of this prestige to their own reputation. So the concern did not extend its business into new territory, but chose to find new customers in former fields by adopting the instalment plan and raising the price of the article from fifteen to eighteen dollars.

Here, then, is the story of how at least one big concern held the stage after the first furore of its advertising campaign had subsided. Its advertising goes on, and it is to-day reaching an immense army of persons who make up a distinct class—the instalment buyers—those who are willing to pay a higher price if they can pay a little at a time. It means the tying up of large capital, but nowadays it is conceded to be one of the most logical courses open to the concern that has a comparatively high-priced commodity to

sell to a market lacking in ready financial resources.

Many industries have had experiences that have led to the testing of the instalment plan in one phase or another. Some concerns have done it through the mails, some through the dealer and still others with the house-to-house canvas method, but all testify to the fact of its being a well-established element in sound merchandising. The sewing-machine trade, the piano trade, and dozens of similar trades have done the pioneer work in unclassified fields, only to find that thousands of possible customers, at first neglected, ultimately became staunch patrons through the introduction of the selling method that is now the bulwark of their business.

Only recently an experience along this line has been the lot of the typewriter people. The discovery that an almost boundless market lay among the class of typewriter users who desired to own their own machines but who could not afford the aggregate cost in a lump has been responsible for big jumps in sales managers' returns in many districts where the instalment system has been tried. Orders emanating from the office of a Western railway requiring all messages on its lines to be typewritten, and making it necessary for employees to purchase their own machines, gave a typewriter concern a lead that resulted in business enough to exhaust a month's output. Ninety per cent of this business was placed on the instalment basis, and the concern now advertises extensively to this class of trade.

Book publishers have obtained unlooked-for results in classifying those whom they seek to interest and selecting for an instalment proposition certain classes of patrons who would not buy outright. The instalment method has been found an exceptionally efficient means to sell to young attorneys and physicians technical libraries quite beyond their immediate means, but none the less essential to their needs. Teachers, clergymen, and other professional work-

ers in large numbers have been successfully solicited along these lines.

#### INSTALMENT SELLING THROUGH DEALER

Classifying purchasers and deciding which are best able to pay cash and which will prove to be instalment buyers is often left to the retail merchant, whose knowledge of the trade in certain branches makes him an excellent judge as to the best methods to pursue. Here, again, it is found that new channels of distribution can be opened up by instalment selling, as shown in the testimony of John Newland, president of the Hall-Borchert Dress Form Co., who, in a recent issue of **PRINTERS' INK**, tells about his company's "Club Plan," practised through the dealer. "Department stores in three or four places have tried it with great success," he says, "and we are hoping to extend it to other places." The Acme Sales Co., a competing concern, is also carrying on an ex-

tensive mail-order advertising campaign to reach new buyers through this process.

The bulk of the National Cash Register Company's business now rests on the instalment basis. This concern long ago discerned that its field would be far too limited if it sought to sell only to those who would buy for cash. Its campaign has involved mathematically correct judgment tending to separate the cash buyer from the instalment buyer and the adoption of distinct methods for attracting each. Its selling operations have had to do not only with helping the prospect to become acquainted with the product, but with helping him to become a customer, by placing the machine in his hands to be settled for on "easy terms," a policy that is said to have been the only one that could have been successfully followed in invading a field where little headway had been made by doing business for cash, but in which this company is now firmly intrenched.

## The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

The opinion of what can be done with talking machines by selling them on the instalment plan is frankly expressed by one of the best authorities in the field, Louis F. Geissler, general manager of the Victor Company, who, in a recent interview with *Music Trades*, is quoted as saying:

INSTALMENT PLAN HAS WIDE APPEAL

"The bulk of the piano public of the United States are wage-earners or hold positions at moderate salaries. As a rule, whether their salaries are large or small, they prefer to buy many things on instalments. The vast majority want all the comforts and enjoyments they are able to pay for—and want them right now. They are healthfully ambitious and they are honest. They may not have the cash in hand, but they have their positions and their salaries, and, in a reasonable time, they can pay and they do. Even where they have some cash accumulations they often prefer easy payments.

"Almost the entire piano industry of \$60,000,000 a year rests on the instalment plan. Bankers are glad to take as security for loans the contracts on instalments for pianos.

"Actual records prove that the percentage of loss through instalment purchasers acting dishonestly is too small to reckon and does not equal a tenth of the losses on straight credit.

"The class of persons who avail themselves of the plan are of a very desirable sort. They represent the home-loving, law-abiding, thrifty middle class, and the bargain they make is an undoubted benefit to them as well as to the seller. They pay willingly for the time accommodation to an amount which is more than the mere interest on the money. There is a heavier profit in their trade than in that of the smaller wealthier class, and they are, on the whole, safer risks, less capacious and easier to do business with."

(To be continued)

HUMAN INTEREST IN THE CLASSIFIED COLUMNS

The following "situation wanted" ad, clipped from the classified columns of the *Montclair, N. J., Times* is a real achievement in "human interest" copy:

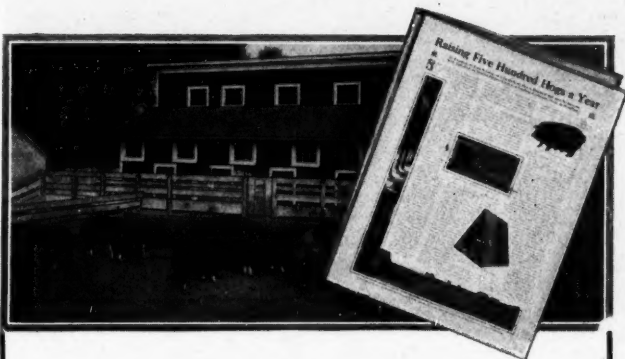
"Coachman, or otherwise; advertiser, experienced, trustworthy, respectable, single, 'whiteman,' been doing above (and many other) duties, sometime past; disengaged shortly, quite willing and capable of filling more exalted position and give security if required; has first-class references; thoroughly understands all the legitimate work and everything in connection, but for the future, not being an electrician, engineer or Jack-of-all-trades, objects to all house and furnace work, though quite willing to assist or do any reasonable outside work that appertains to gentleman's, or high-class establishment—not an asylum, jail, or other sacred place of amusement—in spare time, if any. Has an eye to beauty in natural way, but is not a specialist on flowers, shrubs, or trees, neither 'landscape,' market or kitchen gardener. To avoid possible friction, apart from horses, will not be bothered with care of pets, or other nuisances of any description, but if desired, can quickly enlighten, or dispatch same. Will guarantee not to disgrace the family escutcheon, or lower the dignity of the position by cleaning house windows, and, being of a loving (or tender) disposition, always hesitates before walloping carpets, rugs and other paraphernalia (often old, favorite, heirlooms) periodically. Expect straightforward orders from one 'Bop,' and being only mortal, lighter duties on Sundays and little recreation occasionally. Speaks English plainly and respectfully and expects same from others. Is no fanatic (or faddist) on food, drink, or religion; knows what is good for himself and horses and can quote Scripture (to them also if necessary). Cranky or unreasonable persons ignored. Only those requiring such as above need apply to C. Sense, Box 3, Montclair Times office."

ADVERTISING MEN'S LEAGUE OPENS SEASON OCTOBER 8

Four of the eight monthly dinners to be given by the Advertising Men's League, of New York, this season, will be devoted to the analysis of the selling problem in four principal lines—dry goods, hardware, drugs and groceries.

At the first of these dinners, which will be held on October 8, dry goods will be the topic, and the speakers will be Charles Coolidge Parlin, manager of the division of commercial research of the Curtis Publishing Company, and E. J. Frost, vice-president of William Filene Sons Company, of Boston.

Ernest T. Conlon, who has been on the advertising staff of the *Detroit Free Press*, has been made advertising manager of the Winegar stores, of Grand Rapids.



## Practical Hog Production as Advocated by **Pierce's Farm Weeklies**

The page article from Pierce's Farm Weeklies, which covers a part of this up-to-date hog yard scene contains a representative one dealing this time with extensive and scientific hog raising. One-half of all the hogs in the United States (and the best half) are now within the territory covered by these papers—this a result of the life-long service of these papers in their separate fields. For each has, year after year, for more than a generation, carried scores of authoritative articles of the nature of this one—not from self-appointed agricultural authorities, theorists, guessers, mere experimenters or men who after failure in other lines, feel qualified to teach the only profession whose history goes back to Adam's time. The Pierce editors and contributors who prepare these articles are of "soiled" hand experience, trained in practical efficiency; actual successes in the business, about which they write.

### **The Secret of Great Circulation Gains**

In the above is found the secret of the great popularity of the Pierce's Farm Weeklies. Nothing goes into their columns that is not intensely practical; nothing that has not been proven in practice; nothing but down-right farming knowledge, tried and true. Naturally, farmers want such papers for they are an avenue to wealth.

### **310,000 After October 1st**

Beginning with the first issue of October, a new circulation figure of 310,000 (30,000 in advance of the last statement) will be guaranteed for each issue and proven by post office receipts if desired.

Here are the new figures:—

|                                     |           |         |
|-------------------------------------|-----------|---------|
| Iowa Homestead, Des Moines, Iowa    | Est. 1855 | 140,000 |
| Wisconsin Farmer, Madison, Wis.     | Est. 1848 | 70,000  |
| Farmer & Stockman, Kansas City, Mo. | Est. 1877 | 100,000 |

**James M. Pierce, Publisher, Des Moines, Iowa**

## ADS OVERDRESSED AND ART MISPLACED

GAUDINESS IN DISPLAY WORSE THAN  
SIMPLE ALL-TYPE TREATMENT—A  
DISTRACTING DECORATIVE BORDER—  
WHERE AND HOW SHALL THE  
TRADE-NAME BE DISPLAYED?

*By Gilbert P. Farrar.*

A large majority of advertisers, and especially the new ones, judge the value of an ad by the amount of so-called art that has been lavished on it.

They do not seem to realize that an ad overdressed with art is, like an overdressed person, usually considered frivolous and unreliable.

Abundant art may be proper

Begin by studying the Grand Union Hotel ad (Fig. 1), the smallest ad in this article.

Here we have an art border. But why?

Does it add dignity to the ad? Or, doesn't it crowd the ad and make it hard work to read what the ad is about?

The reader will probably combine the thought of a crowded ad and crowded hotel—and keep away, provided he has time to read the ad.

The traveling public has little time to figure out puzzles, so why not cut out the "art" and the capital letters and make a plain-type ad that tells the story with dignity?

Fig. 2 is all type and the cap-

FIG. 1. WHY THE DECORATIVE BORDER?

FIG. 2. A REVISION OF FIG. 1 WITH THE "ART" OMITTED AND SALIENT SALES POINTS PLAYED UP

for some articles, and it affords a field for variety in ads, but in our striving for variety we often forget that impressive and effective things may be done through type, as well as art.

The message is the thing. All else should be subservient to it.

If the message is weak, all the art in the universe will not make a customer out of the reader.

And if the message is strong, it is usually strong enough without the art.

However, I am not decrying art, and I know it has its place in advertising, but rather, I am trying to prove that much of our present-day art is a useless expense to the advertiser and only serves to confuse the reader.

ital lines are interspersed with lower-case lines, making the contrast of "color" necessary to easy reading, while the vertical rules do the attracting.

All caps or all lower-case is as monotonous as a blank wall.

When will advertisers refuse to use the all-capitals ads?


Another point in Fig. 1 is that the street address is large. This is usually Greek to a stranger in New York who knows only Fifth avenue and Broadway and cannot often tell how to find even these.

Fig. 2 displays the fact that the hotel is near the Grand Central Station—where he lands. The reader at once has his mental bearings.

The sectional view of the gun in the center of Fig. 3 may be a

**STEVENS**  
double hammerless  
gun

Guns to be right must stay right.  
They must operate smoothly and easily—shoot close—shoot  
straight.  
If they have these qualities they will outlast any other gun of  
any other make.



1. Coll. Springs. No blow-down.
2. Coll. Springs. No blow-down.
3. Coll. Springs. No blow-down.
4. Coll. Springs. No blow-down.
5. Coll. Springs. No blow-down.
6. Coll. Springs. No blow-down.
7. Coll. Springs. No blow-down.
8. Coll. Springs. No blow-down.
9. Coll. Springs. No blow-down.
10. Coll. Springs. No blow-down.

This is what you get when you buy a Stevens Double Hammerless Gun.

We manufacture more sporting firearms than any Maker in the World.

Stevens guns run from \$1.50 to \$100. They are the best for the money, but none.

Send for our illustrated and descriptive catalog No. 10, which describes in detail Stevens Double—Repeaters and Single. This catalog also contains valuable hints on shooting, the kind of ammunition to use, etc.


**J. STEVENS ARMS & TOOL COMPANY**  
The Factory of Precision  
Dept. 313, CHICAGO FALLS, WIS.

FIG. 3. THE NAME IS NEARLY BURIED IN THE ELABORATE BORDER

view of any gun to the casual reader.

The elaborate, drawn border has nearly succeeded in hiding the name of the gun entirely.

**STEVENS**  
Double Hammerless  
Gun



1. Coll. Springs. No blow-down.
2. Coll. Springs. No blow-down.
3. Coll. Springs. No blow-down.
4. Coll. Springs. No blow-down.
5. Coll. Springs. No blow-down.
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**J. STEVENS ARMS & TOOL COMPANY**  
The Factory of Precision  
Dept. 313, CHICAGO FALLS, WIS.

FIG. 4. A REVISION OF FIG. 3, WITH LESS DECORATION BUT MORE SELLING POWER

Consider the effect on yourself and your office force, should you do away with the old, inartistic, mid-Victorian Letterhead and adopt a modern one—on

# Old Hampshire Bond

Ask on your present letterhead for Old Hampshire Bond Book of Specimens.

**HAMPSHIRE PAPER CO.**

South Hadley Falls, Mass.

Makers of Old Hampshire Bond, "The Stationery of a Gentleman," and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.



And what connection has this arrangement of lines with the article advertised? Several hunters have been unable to tell me.

It is proper to show your goods but it is just as proper to connect the name of your goods with the goods themselves or your competitors will reap reward from your advertising.

In Fig. 4 I have made a temporary name-plate. I have then moved this name-plate closer to the gun—separating the gun and maker by the name of the kind of gun only.

Why? Read the copy!

Doesn't the copy between the gun and the name at the top belong to the copy below the "figure" copy below the gun? We will then dispense with the elaborate border and put the money spent for it into—our pocket.

Now, I believe we have a plain, well-connected and forceful ad. with only a trifle for art—the name-plate.

Fig. 5 is very dainty and clean at first glance, but it is not a connected ad—it does not hold to-

There seem to be two trade signs used in connection with this sugar—one the name-plate, the other the framed child.

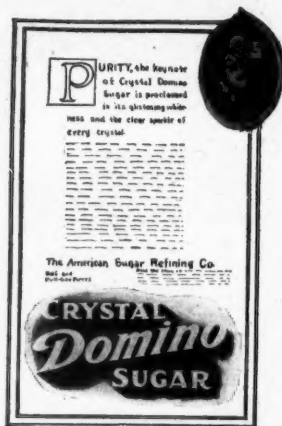


FIG. 6. A REVISION OF FIG. 5, WITH TRADE NAME AND PICTURE CLOSELY RELATED TO THE COPY

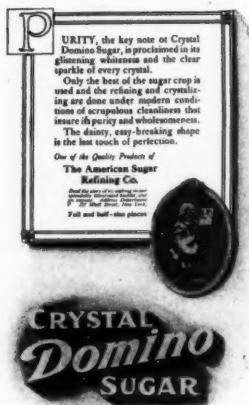


FIG. 5. THE NAME HERE IS FAR AWAY FROM THE COPY ABOUT THE GOODS

gether. The name of the article is outside of "bounds," apart from the talk about the article itself.

Why not separate them?

I have done so in Fig. 6 and I believe both emblems are more effective and either one or the other has a chance of being remembered, while both may be forgotten if put together and the reader practically told to look for both.

I also believe that Fig. 6 will make an ad equally as clean-cut and also more of a unit—more easily grasped at a glance.

I realize that much of the art work criticised in this article is demanded by the advertiser, but I look forward to the day when he will use it with more judgment.

I believe that, if shown the effect of some "art" on an outsider, many advertisers would be convinced that unrelated art is worse—far worse—than no art whatever.

I also believe that many wonderful things, both novel and new, can be done with the article, the name and plain type and plain rules.



# THE COUNTRY GENTLEMAN

*The oldest agricultural paper in the world*

J. CLYDE MARQUIS

EDITOR

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE • PHILADELPHIA



*Philadelphia, October 1, 1912*

DEAR MR. HAZEN:

*When we took over THE COUNTRY GENTLEMAN, the oldest agricultural journal in the world, our editorial plans were built on one fundamental idea: that the big questions of agriculture are NATIONAL.*

*This had long been disputed. Many contended that the problems of the farmer are narrow, are sectional. We were told that for a national publication with no local editions the field was limited.*

*We believed that the field was limitless.*

*Today scores of those who doubted our success are vigorously supporting our point of view. They testify that THE COUNTRY GENTLEMAN has already found an important place as a national organ for the BUSINESS-FARMER.*

*Our policies continue to rest upon the same foundation, in fact have been broadened rather than contracted.*

*We stand for a national solution of national agricultural problems, at present mostly political.*

*We stand for a square deal for the land, for recognition of the fact that whatever improves the situation of the man on the land is of universal benefit.*

*We stand for a high business efficiency of the individual farmer, which will increase his net profits from the soil.*

*We stand for a broader and more satisfactory country life, better social conditions and better standards of home-making.*

*In the pursuance of these policies we have the voluntary support and contributions of men engaged in agricultural research and administration, State and Federal.*

*Because we pay a fair price for editorial matter we have the services of the best agricultural writers. The first page of each issue is devoted to a broadside editorial, going more thoroughly into the topic of discussion than is common, and for the basic material we draw upon specialists in the subjects concerned. This page, therefore, presents every week a true and impressive estimate of the meaning and status of some one vital rural problem.*

*In order that all the contents may have the most favorable introduction to the reader, we have made THE COUNTRY GENTLEMAN the best illustrated and best printed farm paper in the United States.*

*The publication will continue along these lines, cultivating the unique field which it has*

*marked out for itself:* A COUNTRY PUBLICATION  
FOR THE WHOLE COUNTRY *and* for ALL COUNTRY  
PEOPLE.

*Yours very truly,*

  
Editor

MR. E. W. HAZEN, *Advertising Director*  
*The Curtis Publishing Company*  
1 Madison Ave., New York

\* \* \* \* \*

THE soundness and the success of the policies  
set forth in this letter from the Editor are  
proved by three facts:

First, in fifteen months the circulation of THE  
COUNTRY GENTLEMAN has increased 400 per cent.

Second, this increase has been among the  
most intelligent, prosperous and progressive  
farmers.

Third, the publication enjoys today the con-  
fidence and support not only of these 100,000  
families, but also of the most notable experts  
and authorities on agricultural progress.

We have made no sudden discovery of the  
American farmer. For something more than  
a year we have been quietly working out our  
ideas, based upon long observation of the  
gradual rise of a new generation of *farmer-busi-  
ness men*. The results have been splendid con-  
firmation of our convictions.

The *contents* of THE COUNTRY GENTLEMAN,  
as Mr. Marquis' letter indicates, will continue  
to set a standard of quality never before known  
in farm papers. To obtain the best editorial  
assistance, to get the most practical and authori-  
tative articles, to enlist the services of the lead-  
ing experts in every kind of agriculture, we

shall not stint. This is the same simple method which has led to the success of THE LADIES' HOME JOURNAL and THE SATURDAY EVENING POST.

An inclusive plan of *circulation* increase is about to be launched in every State—based on the high character of the publication.

As for *advertising*, we prefer not to deal in futures. We merely solicit an opportunity to set forth through individual contact the important facts about the circulation of THE COUNTRY GENTLEMAN as it is *today*. Thirty-seven different advertising accounts were placed in the publication last year through one agency alone. On the basis of results obtained, for these thirty-seven advertisers, THE COUNTRY GENTLEMAN stands at the head of the farm paper lists of this agency.

Even though the publication may not seem important to your business today as an advertising medium, it may be well worth your while to consider it carefully. The steadily expanding prosperity of the kind of farmers who read it—the continual strengthening of its appeal to them—the rapid widening of its influence in all parts of the country and in all branches of agriculture—are advantages which may be best shared by those advertisers who have grown with it.

THE COUNTRY GENTLEMAN *clientele is a rising market*, not alone because of the multiplying numbers of readers, but also—and very largely—because the exceptional and constant increase in the wealth of these particular readers means that from season to season they will be more and more desirable customers for high-grade merchandise of many sorts.

#### THE CURTIS PUBLISHING COMPANY

THE LADIES' HOME JOURNAL, circulation, 1,750,000  
THE SATURDAY EVENING POST, circulation, 1,900,000  
THE COUNTRY GENTLEMAN, *present* circulation, 100,000

## CAMPAIGNS THAT HAVE WAKED UP DORMANT SALES

THERE IS A WAY TO RE-ENERGIZE DEMAND IF THE PRODUCT IS GOOD AND THE THINKING IS HARD—HOW ONE MANUFACTURER STIMULATED HIS LINE BY ORGANIZING A COMPETING COMPANY UNDER HIS CONTROL—SOMETHING ABOUT NEW COUPON COPY THAT SAMPLED A BRAND TO THE HOUSEWIFE

*By W. W. Garrison,*

Of the Hudson Motor Car Company,  
Detroit.

"We've simply got to pull our money out of this business, judging from the rapidity with which it is slipping down the toboggan," said the spokesman of the board of directors of a large Ohio manufacturing institution, addressing its president.

It was the climax of a heated meeting of the board, called because of the rather extraordinary slump of sales that month. The sales had fallen off from month to month previous to that time, and upon this occasion real alarm was felt by the president, who had hitherto held an optimistic view of the future.

The product being manufactured was a patented one. It was sold largely by mail and through agents appointed for certain territories.

"The difficulty is this," said the president. "We have put out thousands of these articles and there is much second-hand buying at present, which hurts demand for the ones we make. In addition to that, much of the lure which the product had in previous days has been destroyed. We have had no competition whatever, and that suggests a rather rabid idea that we might put across."

"Now, we have a basic patent on this type of goods. Suppose we put a designer to work, have him design an entirely new product of this type, give it good looks, elaborate upon its various features, and open up a commer-

cial warfare upon the old goods.

"Then let us take the new product, organize a new company under a new name and use the same line of successful selling plans that put our other goods on the market so well that—"

"Well, what are you going to do with the old product?" blurted out the director-spokesman.

"On the old product hinges the entire selling scheme," replied the president. "The company would keep its old name and answer the knocks of the new article in its advertising literature and follow-up. An entirely separate organization would handle each line of goods."

In other words, the president proposed to prove the commercial axiom that "competition is the life of trade," and by artificial competition stimulate demand for both products.

The board of directors was aghast at the temerity of the idea. For several moments they stared in open-eyed wonder at the man in active charge of the business. Then, as they quickly digested the gist of his proposition, one by one they brought up objections which he quickly overcame by citing actual instances of sales that he had made.

The board of directors decided to see what sort of product a designer could produce from the patents of the old article.

Within a short time he had built a product that outdid the fondest expectations of the president. It was a beauty. There was scarcely any comparison between the old and the new, for the old product had never progressed from the first models that were built.

The goods were so excellent that the president foresaw still another strategic move which might be accomplished in the near future. He called in the board of directors about three weeks after their alarm meeting and let them view the new goods. He had roughly drawn up a line of selling documents in the way of a catalogue, advertisements, leaflets, and endorsements of the article that he had secured. He had

## Facts for the Advertising Manager

### Two Hundred Important Questions Answered by Two Thousand Farmers

**T**HE modern advertising campaign is built on facts. It is planned as carefully as a great bridge or building. The copy must always remain at least partly a matter of personal genius, but the selection of mediums, the plan of campaign, the "method of attack," are and should be worked out with scientific exactness.

For the benefit of the men who are working out advertising campaigns, we sent a letter to an indiscriminate list of several thousand Hoard's Dairyman subscribers. This letter asked for answers to **two hundred** questions. We received 2,018 reports,—enough to form the basis for an estimate as accurate as an insurance actuary's.

The synopsis of these reports is a perfect mine of information for any one who places advertising. Here are a few of the facts it shows:

Size of farm, improvements and their value.

Value of live stock, crops and machinery.

Number and value of pure-blood stock.

The value of dairy products and methods of disposal.

Statement of total gross and net incomes.

Tables showing how net earnings are invested.

Number having bank account. (78½%.—How does this compare with city men?)

Methods of lighting and heating dwelling house.

Number of hired men employed.

Number owning automobiles.

Number carrying life insurance.

The advertising man who will spend fifteen minutes looking over this report will get a dozen suggestions that can be minted into profits.

## How advertised goods stand with Hoard's Dairyman subscribers

**A**MONG the large list of nationally advertised products but a small number have been advertised to farmers in farm publications.

This synopsis presents a list of seventy-six of the best known of these products, including a few that have received farm paper publicity. The per cents in some of these totals are astonishing.

Here are a few percentages on the farm advertised articles:

|      |                                    |
|------|------------------------------------|
| 45%  | use Enterprise Food Choppers.      |
| 79½% | use Rogers Bros. Silverware.       |
| 30%  | use Wyandotte Washing Powder.      |
| 48½% | use Kellogg's Corn Flakes.         |
| 38½% | use Unecda Biscuit.                |
| 27½% | use Colgate's Toilet Preparations. |
| 15%  | use National Cloaks and Suits.     |
| 48%  | use Elgin Watches.                 |
| 12%  | use Gillette Safety Razors.        |
| 30%  | use Boston Garters.                |

This evidence clearly proves that

## Hoard's Dairyman

### Subscribers Respond to Advertising

It also sets forth one prominent reason for their responsiveness—they are better fixed financially than the average farmer. Government reports show that 62% of all farms are operated by their owners; Hoard's Dairyman investigations indicate 81 1/5% of farm owners among its subscribers.

The average value of American farms is \$6,444; government reports. The average value of Hoard's Dairyman farms is \$17,027, or almost three times this amount.

But enough of figures. The complete report is yours for the asking. The signed originals are on file for the man who "can't believe it possible." Get the report and draw your own conclusions.

### HOARD'S DAIRYMAN

Fort Atkinson, Wisconsin

Geo. W. Herbert, Inc.  
Western Representatives,  
First Nat. Bank Bldg., Chicago.

Wallace C. Richardson, Inc.  
Eastern Representatives,  
41 Park Row, New York City.



Member Standard Farm Paper Association.



a proposal to make as to the name of the new company.

There was a long profit on the old product, and a slight reduction from the list selling price of the latter was made for the new article.

#### CREATING ARTIFICIAL COMPETITION

In other words, it was the new concern's creation, was not only to have the advantage of being more elegant and a better product mechanically, but it was to have an attractive price.

The directors, when they saw the new goods, enthused over the idea.

Advertising was started almost immediately. Particular attention was paid to illustrate the newness of the goods, their advancement over "any other" articles of this class, and stress was laid upon the fact that they cost less.

The new concern established new office quarters and immediately received a perfect deluge of inquiries from all corners of the country. Large numbers of these inquiries told how they had contemplated the purchase of the old product and were gratified to know of the existence of one that was better, and cost less.

Sales followed quickly upon the heels of the advertising announcement. They came with as great or greater rapidity than had marked the birth of the old goods.

After the first news of the new line had spread rapidly the old concern was caused to issue a circular, consisting of a tirade against "new-fangled" products. It brought some evidence of success.

Many of those on the list of prospects announced their desire for the "old-time tried and reliable" article.

Here was where another strategic move was planned. The same designer employed to create the new article was set to work upon improvements for the old. Within a short time these improvements were announced.

In other words, the old company gave out the fact that it had

built a new "1911 Model" of this article. That instantly stimulated inquiries, and the attitude of prospects was that the old concern had been forced to build a better line of goods, and as the price was cut down to a figure even with that of the newly organized company, this also was an extremely attractive proposition.

Back and forth the battle waged.

#### HOW THE PLAN WORKED OUT

In certain territories agents of the old concern struggled to get sales away from the new one. The prospective purchasers in the face of this severe competition between the two companies were interested in this type of product to a point of enthusiasm that made it not a question with them as to whether they would buy this type of goods, but it was a question of which product they would purchase.

Almost with a bound sales for the old company leaped coincident with the announcement of the new goods.

The new company was waxing prosperous upon the profits from its popular goods.

*Within half a year the two concerns were together doing more than twice the volume of business that the old concern had done in its palmiest days.*

This is probably exactly the result that would have been achieved in this field had an independent company entered it, having been able to secure the necessary patent rights. But the stimulating effect of the competition regenerated demand for this line of goods, after it had hopelessly fallen off.

Oftentimes the business of waking up dormant sales must take place through a revision of the selling plan. A reversal of selling policies, or a new type of sales promotion and advertising.

A certain manufacturer of a food product some time ago was utilizing straight "general publicity" advertising in newspapers and magazines. He once ventured the assumption to his advertising

man that experience had proved that if it was possible to get his goods into any household for a single trial, they would become the regular purchase of the housewife—in seven cases out of ten.

"If you are serious in that statement and it is a fact," said the advertising man, "I have an idea that will allow you to completely dominate almost any market you enter."

#### COUPON AS A STIMULANT

Then he told the manufacturer how he could, by abandoning the general publicity copy and using coupon copy, which carried a coupon that, when presented at the grocer's, entitled the housewife to a package of the goods gratis, instantly stimulate demand in nearly any market.

"Let me see the campaign you can work out along that line," said the manufacturer.

The advertising man got up a large newspaper copy telling of the coming gift of a package of this product, describing it and telling its merit, and stated that on a certain date and on a certain page in "this paper" the coupon would appear. Other advertisements along this line followed at intervals.

The final ad was the largest of all, and contained the coupon, which was to be clipped out, handed to the grocer with the housewife's signature on the bottom and in return she was to receive the free package.

In an obscure Western try-out territory, the plan was first inaugurated. It absolutely captured the market almost within the week it was started, and was such an unqualified success that the manufacturer decided upon utilizing it in other cities as fast as he could get salesmen to secure distribution among the per cent of dealers who did not already carry the goods.

On the free package plan the securing of distribution was not hard, and it must be remembered that this product, while sales were dormant in many sections, had fairly good representation on retail merchants' shelves.

Then the scheme was brought to the section surrounding Chicago. In one Sunday paper it brought over one hundred and seven thousand coupons from the Chicago market. That was over 17 per cent of this paper's entire circulation, and the coupon ad appeared but once.

This was sterling evidence of the success of the plan, if any doubt had existed before.

Then the entire selling scheme was launched in New York, which for this manufacturer, like others, was the hardest market in the United States. Almost in a day he secured excellent distribution in New York with the same idea that had proved successful in the obscure try-out territory and in the Chicago market.

Waking up dormant sales with the average manufacturer necessitates usually a complete revision of selling policies, advertising, or even in extreme cases, the product itself.

There is always a way to reenergize demand if enough hard-headed thinking is devoted to finding the proper sales stimulant.

#### A. L. GALE WITH WESTERN ADVERTISING COMPANY

A. L. Gale, for three years copy director and assistant manager of the Darlow Advertising Company, Omaha, is now vice-president and general manager of the Western Advertising Company, Chicago, and has removed to that city.

Mr. Gale was formerly in the newspaper business and held editorial positions with the *Kansas City Star*, *Lincoln Star* and other publications. He has resigned the presidency of the Omaha Ad Club and the Northwest Division of Advertising Clubs, but will continue to serve, as a Chicago man, on the national commission on individual and club membership, to which position President Coleman appointed him some time ago.

#### CHANGES IN MILWAUKEE AGENCY AND A NEW ONE FORMED

The name of the Hall-Taylor Company, an advertising concern of Milwaukee, will soon be changed to the Taylor-Walters Company. This is due to the withdrawal of Charles H. Hall and an agreement to continue the business by Martin M. Taylor and Charles E. Walters. Mr. Hall has left the concern to start a business in Milwaukee to be known as the Hall Advertising Company.

## HOW TO TAP REAL LIFE FOR COPY IDEAS

NEAR-AT-HAND PERSONAL EXPERIENCE FURNISHES A RICH FUND OF SUGGESTION TO THOSE WHO OBSERVE—WHERE THE TELEPHONE IDEAS COME FROM

*By F. Cook,*

Of the Bell Telephone Company of Pennsylvania.

In the last year or two you and I have heard a great deal about the personal element between seller and buyer. We have been told how to give the "personal touch" and advised to strengthen the "personal factor;" it has been explained how the "human equation" can be expanded,—not once, but many times.

But comparatively little has been said about the personal element in ad building, and yet many a splendid advertising idea

hard at work. It is fascinating to come into close touch with the makers of that copy, to watch their methods, to see how they come down to earth and use the telephone themselves to get at actual conditions. At every opportunity they listen and learn of real telephonic happenings in the lives of their friends and acquaintances; they even acquaint themselves with the routines of shops, stores and offices so as to see the instrument "talk." They fairly "eat up" a good personal experience, and before you know it a graphic picture of that moment, backed up by a brief paragraph or two of selling talk, speaks to you from a page of your daily paper.

You may say, with a degree of fairness, that telephone service is only one of a thousand other commodities which are being exploited in the public prints. That is true; but it is a commodity that to-day is serving 8,000,000 persons and more in these United States—and the ways in which its value is being emphasized are applicable to many other commodities.

Here's something specific: It is the first rough sketch of an ad called "What Happens"; one of our copy men made it for a typical extension telephone service newspaper advertisement. "What is it?" was my involuntary question when first it was shown to me. In answer the copy man passed me a press proof of the completed picture.

"This idea," he explained, "came to me in the form of a personal experience. One night recently, after I had retired, the boy came upstairs and awoke me from my first sound sleep, saying that a friend wished to talk with me over the telephone—downstairs. I jumped into a dressing gown, a pair of slippers—and a grouch,—and hurried down to learn who had the nerve to call me out of bed at that time of night. The conversation was more interesting than I had expected; it was a lady. On my return trip I was in a pleasanter frame of mind, and among other



THE SKELETON OF AN IDEA FOR AN EXTENSION 'PHONE AD

comes to light by the *try-it-out-on-myself* route.

Right around me, for instance, the men who write copy for The Bell Telephone Company of Pennsylvania's advertisements are

# Real Advertising Service



Day view of the Roberts electric sign at Bellefield Ave. and Forbes St., Pittsburgh—one of the O'Brien Bulletins. The kaleidoscope feature is mechanical. The outer "whorl" is cut out of sheet metal and is stationary. It is painted a bright red. A painted disc, striped red, white and blue, revolves behind the stationary "whorl" and produces the kaleidoscopic effect. The device is quite simple but most effective.

¶ More than ONE HUNDRED successful advertisers now on the boards bear witness to the complete, comprehensive, thorough advertising service rendered by the O'BRIEN BULLETIN SYSTEM in Pittsburgh.

¶ ONE MILLION everyday READERS, your JOBBERS and your DEALERS, corroborate the testimony.

*Send for illustrated  
Map and Booklets*

**G. G. O'BRIEN    :-    Pittsburgh**

thoughts it struck me that here was another idea to illustrate the convenience of extension telephone service.

"Next morning I dashed off the masterpiece you have in your hand. Once I get a good picture-idea, you know, I find it comparatively easy to fit in the text."



(D)

A "PERSONAL EXPERIENCE" AD, THE COMPLETED COPY OF THE SKETCH ON PAGE 42

The ad about which the copy man was speaking is one of the very latest products of this company's advertising department. It is so recent, in fact, that it has not made its appearance in public prints as yet. It is one of our "fall series"; that is: the regular series of newspaper advertisements which we hope to run shortly in cities of every size through our territory. It will appear in Philadelphia and Pittsburgh, as well as in smaller cities like Erie, Camden, Wilmington, Scranton, and so forth, all of which are in the unit of territory operated by The Bell Telephone Company of Pennsylvania.

It is remarkable, the frequency with which the personal experience element enters into the making of Bell telephone ads. The men who originate the ideas,

write the copy and create the ads are, of course, frequent users of telephone service, both in their offices and in their homes. They run into fertile happenings nearly every day. They couldn't help it if they wanted to. Every one who uses the telephone produces copy of some kind for the advertising man.

And, then, the telephone copy man has his circle of acquaintances and friends; they furnish him a certain amount of material. It is proverbial that the moment a group of people learns one of their number is engaged in the telephone business, the individuals in that group take turns in relating their telephone experiences. Sometimes good incidents come to light; sometimes it's just one bromide anecdote after another.

That condition probably is typical of any of the thousand and one other commodities. If you introduce yourself to a group of men at a luncheon table as a salesman of the "newest and best insurance ever put on the market" you are going to hear a number of comments—provided your audience doesn't get scared and run away.

When you begin a "piazza tournament" on the porch of your country club by recounting the excellencies of a favorite golf ball you are fairly sure to start something about the superior qualities of "colonels," "dimples," and so on.

I even know an elderly gentleman who, if he hears anyone mention a bargain sale of underwear, immediately dilates—as long as we let him—on the idea that wearing B. V. D.'s in all kinds of weather is a sure preventive of colds.

But variable and bromidic as the talk may be, a writer of advertising stands a chance of getting a real idea from the conversation of his acquaintances—and with real conversation in an actual setting it is possible, in many cases, to build a realistic ad.

"Are you protected?" is the question that looked out at tele-

phone prospects from Pittsburgh papers a short time ago. A newspaper clipping was reproduced; it took the place of a picture most effectively.

There was nothing new or novel about the advertisement. But it was real and personal. It told of a Pittsburgh man—giving his name and street address—who called up the central police station and reported that burglars were trying to get into his home; it wound up by stating that the summoned officers arrested the would-be burglar as he was about to make his getaway.

Pittsburgh people commented on the apt use of the local news item. Substantial results accrued because our people took advantage of something that happened right at home.

I don't mean to say that Bell Telephone ads are the only cur-



## Are You Protected?

The newspapers daily report:

"During Burglar Intercepted" -  
"Fire quickly extinguished and a serious loss prevented" by quick wit in the use of the telephone.

To have a Bell telephone means protection, insurance—and that sense of security which comes from having police, fire department, doctor, druggist and friends within immediate reach.

Have a Bell Telephone!

The Central Printing
District and Telegraph Co.



NEWS ITEM USED TO GIVE EMPHASIS TO THE IDEA

rent ones having a fair proportion of this quality,—not at all. Anyone who has seen the "Aetnaized" copy knows better than that. But it seems to me the idea might be incorporated into many more campaigns. The other day, for example, I was motoring with a friend. We had a blow-out; one of the rear tires let go with

# Full Size

Only by being  
the kind of a  
woman's paper  
that it is  
does The  
Woman's Home  
Companion  
gain the  
circulation,  
prestige and  
influence that  
it has.

the familiar sky-rocket swish. "Just as I expected," my friend exclaimed, between cuss words. "It was one of those cheap Blanks!" What a chance for the advertiser of high-priced automobile tires!

Take another telephone advertisement that grew from a personal experience. This one, "Wanted—an Extension Tele-



**Wanted—An Extension Telephone**

It's needed to relieve you and your clerks of the fuss, and annoyance, and delay of using a single telephone when someone has a message to send or a call to answer.

Let us install for you, an extension station—or two. We can arrange it so that there will always be a telephone handy to every one.

The cost of an extension telephone is but 50c a month.

Call the Business Office and make arrangements to-day.

**"Filbert 2790"**

IN SPITE OF THE FAULT IN THIS AD, IT  
PULLED STRONGLY

phone," is aimed at the business man in his office. An associate is encroaching on his desk space and interrupting his work—all through lack of an extra telephone. When I first saw the completed sketch for that ad I was inclined to criticise. "Why, you have shoved the old chap almost under his desk," I complained. "He's all out of plumb."

"Good for you," said the copy man with whom I was talking. "That's just what we want. It's all very well to keep the smile in your copy and pictures as much as possible, but there are times when the frown means a great deal more. How do you suppose you would feel if I had to use your desk telephone every time I wanted to make a call, or someone called me? Wouldn't you

frown; wouldn't you be peevish? I feel sure this is real; it happened to me the other day when one of the office boys came over here and made use of my desk telephone while I was trying to concentrate. That's where I got the idea. I figured that if we could picture that exact moment—the moment when the man needs an extra telephone most—we would come right close to home with a lot of business men."

It did. The ad was run in a number of smaller cities, later appeared in our largest cities, and favorable comments found their way clear back to the advertising men—which, by the way, is not as usual an occurrence as one might suppose. The commentators spoke of the force of the ad, the fact that it featured a real psychological moment, and so on.

In the shop, here, we don't call it a perfect ad—not by any means. Careful analysis of it reveals several faults. For example, why doesn't that young fellow pull the telephone closer to him? There's plenty of "rope." It isn't absolutely necessary that he occupy so much of his companion's space. And there's nothing especially exciting about the copy. But the fact remains that it *made good*, first in the small towns and cities for which it originally was designed; later in sizable places like Pittsburgh and Philadelphia.

"Does this mean anything to you?" one of our copy men said to an associate the other day, placing a veritable picture puzzle of a sketch on his desk. It took some time for the associate to figure it out.

"What's this?" he asked, pointing to a group of scratchy figures down in the southeast corner of the sketch.

"A dinner party with the hostess in the act of leaving the table," was the answer.

"And this?"

"The lower part of a staircase," the copy writer said.

"And this away up here?"

"The upper part of the stairway and a telephone with the receiver off the hook."





LOOK FOR THE "EAGLE A" WATER-MARK  
IT'S A GOOD HABIT



## The Paper With Personality

☞ You will give your letters a personality that will make them stand out from the rest of a busy man's morning mail if you use



☞ Their distinctive personality is due to their better quality.

☞ Yet, that better quality is obtained at no greater cost to you.

☞ Twenty-nine mills, operated under one management and supplying the business world with more than 15,000,000 pounds of "Eagle A" paper annually, minimize manufacturing cost. (Quantity production always commands cost concessions!)

☞ This saving is given to you in better quality paper, no matter what price you wish to pay.

Ask your Printer or Lithographer to show you samples of

To make your letters most impressive and convincing use



COUPON BOND

Or, write us and we will send you a Portfolio containing Printed Business Forms on six of our products. Write today.

*The De Luxe Business Paper*  
The Peer of the "Eagle A"  
Water Marked Line.  
May we send you samples of this paper?

In writing please mention which of these Sample Sets you prefer. ☑

**AMERICAN WRITING PAPER COMPANY**

31 Main Street, Holyoke, Massachusetts  
Twenty Nine Mills

OLD HEMPSTEAD BOND



SECURITY TRUST BOND

INDENTURE BOND - GOVERNMENT BOND - PERSIAN BOND - ROMAN BOND - STANDARD BOND

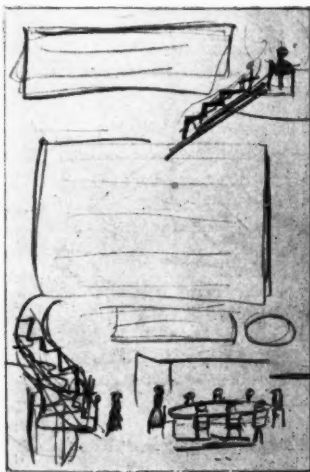
AGAWAM BOND - BANKERS BOND - CONTRACT BOND - COUPON BOND - JAPAN BOND

"Sure," his friend answered, "of course it means something to me. I've had that experience many a time. The dinner has been interrupted by a telephone call and the hostess has to leave just when she is about to pass you an extra large portion of your favorite dish."

"Thanks, old man," said the originator of the idea; "I guess it'll do."

And then they almost came to loggerheads because the critic claimed the last remark uncalled for—he said it wasn't that he minded playing the part of the canine when people were "trying it out on the dog," but that he hated to have the fact emphasized!

At any rate, the idea was



A SKETCH THAT IS SHOWN WORKED OUT IN THE NEXT COLUMN

"O. K'd," it went to the artist and came back in the shape here reproduced. It is interesting to note how carefully the artist worked out the idea. He didn't miss much.

This particular ad, by the way, is of so tender an age that the copy to accompany it has not matured, as yet. If it comes through before this little story is

finished, you will see the product. Otherwise,—well, it will read something like this:

#### STAIR CLIMBING AND THE EXTENSION TELEPHONE

You've had the telephone bell ring on the floor above at the most incon-



THE COMPLETION OF THE BARE SUGGESTION IN THE SKETCH IN THE ADJACENT COLUMN

venient and awkward moments, haven't you?

It's a pleasure and a necessity to get those telephone calls, but they should be and can be brought to you.

Sit right down and telephone the business office, etc.

These, then, are a few specific incidents from the daily work of men who are utilizing personal experiences—men who are putting themselves in the way of them, in fact. They suggest several things which may prove valuable to advertisers in other lines. For one thing, to get realism into your ads through personal experiences, the copy should deal with one point or one subject at a time. Your ideas should be built to impress one definite use of your commodity upon the prospect's mind,—suggestive, if possible, of other uses. You can depend more upon the picture of *real* life, contemporary, intimate *right-around-home* life, than upon novel situations, beautiful faces and figures.

## TO PENALIZE THE CIRCULATION LIAR

A PLAN PRESENTED TO COMPEL PUBLISHERS TO TELL THEIR CIRCULATION AND TO PRINT IT IN THE COLUMNS OF THEIR OWN PAPERS—FAILURE TO TELL THE TRUTH TO RESULT IN FORFEITURE OF SECOND-CLASS MAIL PRIVILEGE AND OTHER PENALTIES

*By Geo. O. Glavis.*

Following is the text of an address delivered before the Federation of Trade Press Associations at Niagara Falls last week.

Information from advertisers and statements of advertising men force the belief that the difficulty in interesting manufacturers and other prospective trade-paper advertisers in the use of trade papers as successful mediums is principally due to distrust of trade-paper circulation, both as to quantity and quality. Their distrust of the quantity claimed is due to the manifestly incorrect claims of the publishers, and they know little, if anything, about the quality, for the publisher is often too busy claiming quantity to discuss other features.

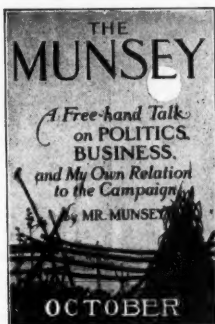
With respect to circulation, there appear to be three classes of publishers in the trade-paper field.

1st. Are those who state and prove exactly what circulation they have to sell.

2nd. Those who have no desire or intention to convey any real information about their circulation, but make such claims as in their judgment are necessary to accomplish their purpose; this class creates class

3rd. Consisting of those willing to be exact except that they consider it necessary to meet unfair competition either by withholding all information about their circulation or by making claims in which the facts are distorted to make them conform to the misstatements of other publishers in their field.

This has led to the demands for "Standardizing Circulation Claims" best evidenced by the recent action of Congress requiring



### *Xmas Gifts and Suggestions*

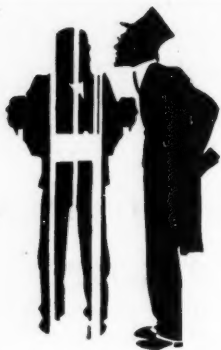
**N**OVEMBER Munsey's will have a Xmas Directory.

Heading and decorations in colors. No extra charge. Special attention to users of small space. Space for sale \$31.25 to \$125.00.

All agents and advertisers should see our circular. Sent on request.

November Munsey closes October 4th—for sale October 25th. Not too early to start people thinking about Christmas.

The Frank A. Munsey  
Company  
175 Fifth Ave., New York



A man had been locked up on a legal technicality. The lawyer visited his client in jail.

"Why, man!" he said, when he heard the case, "they can't put you in jail for that."

"Nevertheless," said the man, "they did put me in jail."

Manufacturers making articles of expense or luxury, such as piano players, automobiles, open-plumbing baths and nineteen-jewel watches, may reiterate that the farmer will not buy such things; the fact remains that the farmer *is* buying such things. He would be buying yours if they were advertised in

**FARM AND FIRESIDE**

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

statements of circulation to be printed in daily newspapers.

The result of the highly unsatisfactory conditions which exist is that many advertisers place little or no faith in any trade-paper circulation claims and select the paper claiming the greatest quantity. As mediums selected in that manner generally have the least real merit, the returns cannot be satisfactory and the advertisers, of course, conclude that no trade-paper advertising can give results.

Many trade-paper publishers freely admit that some of the existing practices are objectionable and harmful to the entire publishing industry, but, strange to say, they display little disposition to take action to effect a cure.

In a resolution adopted at their latest meeting, the Philadelphia Trade Press Association expressed approval of the movement having for its object the discontinuance of the practice of making incorrect circulation claims. They have asked in that resolution for the views of other associations in the federation, and such views will undoubtedly be interesting and will serve as a basis for such action as may be decided upon.

There seems little question that such a requirement as will be outlined to you in a moment will eventually be made by Congress. It would greatly strengthen the position of the publishers before their customers should they take the initiative. It should also have a reassuring effect on those who have been attacking the magazine press because there is absolutely no question that with proper enforcement of the rules of the department governing circulation the volume of second-class mail would be materially reduced, thus making the present agitation for higher rates, shipments by freight, etc., unnecessary. Those publications which have existed from advertising revenues induced by false circulation claims would be compelled to get down to bed-rock or go out of business.

It is time for publishers to take the initiative in something. They

have rights and power if they wish to assert them. There is no reason why they should continue to take orders.

My object is to present for your consideration a plan to compel publishers to make absolutely correct statements of the circulation of each issue of their publications. It will at least remedy the conditions referred to and which we all know to exist, while if it does all that is hoped for it a complete cure will be effected. In the preparation of this plan its adaptability to trade and class papers was the principal consideration, but it applies to all publications entered as second-class mail matter. It may very properly be added that the trade press has no monopoly on these objectionable practices. There are other classes of publications which are greater transgressors than those in the trade field.

In deciding on a method to overcome the practice of many trade-paper publishers in furnishing inaccurate circulation figures for their publications it is not necessary to determine why those publishers have considered it advantageous or necessary to make their circulation statements conform to the particular cases with which they happened to be dealing.

Aside from all other considerations, it manifestly is best to seek trade-paper advertising patronage on a basis of quality, no matter how small the quantity, and let the advertiser base the percentage of results on actual—not claimed—circulation. If a claim is made, for instance, of double the amount of the circulation really owned it can easily be seen that the percentage of returns is reduced 50 per cent thereby.

No publisher can fail to agree that the first-mentioned policy is the better and is, in fact, the only one on which a trade paper can be successfully built up and maintained.

Trade papers have concentrated circulation, making them the safest buy an advertiser can make. All useless distribution is eliminated and the advertiser pays for

## 600,000 Line Order Declined By the San Francisco Examiner

Recently it was the privilege of the San Francisco Examiner to decline an advertising order from a local firm, believed to be the largest bona fide advertising order ever declined by a newspaper on the Pacific Coast.

The order called for 600,000 lines of display advertising in the daily and Sunday editions of the San Francisco Examiner. A reduction of 1c a line from the established rate was demanded by the advertiser. This was the only reason the order was declined.

With a circulation exceeding 105,000 daily and 200,000 Sunday, The Examiner practically covers central and northern California.

M. D. Hunton, W. H. Wilson,  
220 Fifth Ave., 909 Hearst Bldg.,  
New York. Chicago.

Perhaps you Don't Favor the  
But you Can't Afford to be



The result of election makes precious little difference to the progressive business man who appreciates the value of, and knows how to get, the farmers' trade.

The present unprecedented harvest, which will bring

**Ten Billion Dollars**

to our farmers, has started a big business boom, and the farmers get the first and the big end of this prosperity.

**COMFORT'S 1,250,000** Circ

# avor the Political Bull Moose to be a Business Stand-Patter

There is a tight money market.

The banks are drained of cash.

Loans are being called.

Discount rates are high.

This sounds like a panic, but it is quite the reverse and everybody is happy because the money has gone to the farmers, and billions more will follow to pay them for their enormous crops.

They will soon be spending it for necessities and luxuries, and in anticipation of this the manufacturers are increasing their products.

How to get your share of the farmers' trade, your part of the ten billions they are putting in circulation?

*Tap the fountain head of national prosperity and bore with a big auger by advertising in*

## COMFORT

*the rural family magazine that reaches and gets more prosperous farm families than does any other one publication.*

Apply through any reliable advertising agency or direct to

**W. H. GANNETT, Pub., Inc.**

Augusta, Maine

NEW YORK OFFICE: 1105 Flatiron Building,  
CHICAGO OFFICE: 1635 Marquette Building,

WALTER R. JENKINS, Jr., Representative  
FRANK H. THOMAS, Representative

00 Circulation is 80% Rural



space which is read by buyers of his particular product, making it a definite and not a hit-or-miss proposition.

For that reason the rate for space is very properly more in proportion than for space in general mediums, and the trade-paper publishers have no reason to fear comparison of their rates with those for dailies and magazines of general interest.

Five thousand readers of a trade paper may purchase 75 per cent of all goods sold in an industry, while a million readers of a general medium may purchase not more than 25 per cent, and even then they would not turn to the

general medium for the information upon which to base their expenditures.

When the circulation question becomes a settled one and facts and accurate figures are automatically presented to space buyers, trade-paper publishers may conserve the energy now being expended in talking of quantity and use it for the education of their advertisers on the advantages of quality.

This plan, formulated after careful thought and consultation with many publishers and advertisers, will be found in the Chilton Company folder. It is as follows:

#### A SUGGESTION BY THE CHILTON COMPANY, PHILADELPHIA, PA.,

for the incorporation in the Act making appropriation for the service of the Post-office Department for the fiscal year ending June 30, 1914, of a requirement for regular statements of the circulation of newspapers and periodicals.

That from and after the passage of this Act, there shall be printed conspicuously in every publication offered for mailing at the second-class rates of postage under the provisions of the Act of Congress of March 3, 1879, and subsequent Acts amendatory thereof, a statement under oath, showing in detail the disposition made of the entire number of copies of the issue of such publication next preceding. In the cases of publications having distribution to news dealers with the privilege of returning unsold copies for credit, such statements shall show the number of copies so distributed of the issue next preceding; also, as to the latest preceding issue for which payment has been received by the publishers, the number of copies sent to dealers, the number returned and the number for which payment was made.

Such statements are to be verified not less than twice a year, and at such other times as the postmaster general may direct, by post-office inspectors.

The second-class mail privilege of any publication concerning which it is found false or misleading circulation claims have been made shall be forthwith annulled, and the circulation of such false or misleading claims is held to be a scheme to defraud within the meaning of the Act of March 2, 1889. (R. S. 5480).

NOTE.—The punishment prescribed by the Act of March 2, 1889, mentioned above, is a fine of not more than \$500 or imprisonment for not more than eighteen months, or both, at the discretion of the Court. See Section 1617 Postal Laws and Regulations.

## METHODS OF HOLDING OLD CUSTOMERS

PROMINENT TRADE-PAPER PUBLISHER TELLS IN AN ADDRESS BEFORE FEDERATION OF TRADE PRESS ASSOCIATIONS THE EFFORTS HE MAKES TO INDUCE OLD SUBSCRIBERS TO RENEW—CHEAPER TO HOLD OLD CUSTOMERS THAN TO GO OUT AND DIG UP NEW ONES

By M. C. Robbins,

Gen. Mgr. David Williams Co., New York.

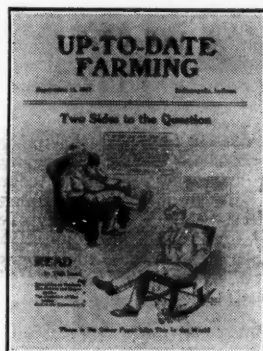
[EDITORIAL NOTE.—Some manufacturers are so busy trying to land new customers that they neglect to some extent the most important of all sources of business-building: the *old* customers. In most lines of business the man who bought your goods yesterday is the most likely prospect for to-morrow.

It is occasionally argued that the merit of the goods should be sufficient to induce the re-sale. But in these days of strenuous competition that idea leads to enormous waste. A well-planned campaign on old customers is every bit as necessary as the campaign designed to create strictly new business.

This article, while it relates to the renewal of subscriptions by trade papers, has a much broader application, and manufacturers in widely divergent lines would do well to seek the analogy in their own fields. Often it is possible to shape newspaper and magazine advertisements so that they not only create new customers, but also present arguments that will keep old customers from wavering in their allegiance.]

In the advertising department, the up-to-date publisher keeps his solicitors keyed up on two phases of their business; namely, the getting of new business and the keeping of old business when the time for renewal comes. The advertising man who does not put up a strenuous fight, who does not argue, plead and use every method known to the art to hold an advertiser in the paper after he shows an inclination to discontinue, you would fire on the spot. Why, then, should we not pursue the same vigorous and energetic policy in reference to holding subscribers?

One important economic reason why we should do this is that we ought not unnecessarily to exhaust the number of our prospects. This is an age of increasing efficiency and we should apply these principles to our circulation department. Every subscriber who



## Conquering the Markets

THAT is what UP-TO-DATE FARMING does for farmers. It has the most reliable crop and market reports printed. Farmers everywhere rely upon its market forecasts and advice about

### WHEN WHERE and HOW

to market their crops to get the most money. Farmers read UP-TO-DATE FARMING for the very best reason—the reason that it gets them two dollars of profit where they only got one dollar before.

What more do you want, Mr. Advertiser?

They have money.

They buy.

You can get their orders by advertising in UP-TO-DATE FARMING.

### UP-TO-DATE FARMING 1st and 15th of Each Month INDIANAPOLIS

New York Chicago  
Hopkins Special Agency T. W. Farrell, Mgr.  
150 Nassau St. 1206 Boyce Bldg.

stops taking the paper is so much lost "good will" and if we let this go on indefinitely we will soon find that our field is restricted for prospective subscribers because so many who were once subscribers have been dropped.

What I have to say will deal almost entirely with the methods to be employed in renewing regular subscribers. But, of course, my argument presupposes that a publication must be worthy of renewal. You cannot expect subscribers to continue to take a paper that's no good. A paper that does not measure up to the current practice and standing of the field it caters to cannot expect to hold its readers, but if a publication is an "advance guard" of its trade, if it helps to make its subscribers better merchants, better engineers, better manufacturers—if, in short, it is a first-class publication, then the percentage of renewals should be very high. You who have had long experience in the publishing business know that the question of building up circulation would be a very easy one if it were not for the constant discontinuances. You know that month after month goes by when the new subscribers are overbalanced by those who are dropped from the list. The question of whether your circulation grows or decreases is largely answered by the way in which you handle the renewals.

There are three general methods of handling expirations to a subscription list; the first is to send a bill and notice to your subscribers at expiration, and if they don't renew at once, cut them off the list; the second is to keep them on the list, with an occasional bill just as long as the post-office department will let you call them paid subscribers; the third is a plan which I propose to explain.

The first plan that I have suggested of cutting the names off the list at the end of subscription is by far the easiest thing to do. You can employ a clerk at \$8.00 a week to do this and have no further trouble with the matter, or, easier still, tell the boy in the

stencil room who runs off the wrappers to destroy and throw away all the stencils which have their expiration date in the current month. That would be the easiest way to do it; but that doesn't get you anything—it doesn't get you maximum efficiency out of your expiration list.

Now, the second plan is worse still, because you carry a lot of dead timber on your list and never know what the attitude of the subscriber is to your paper, and at the end of the year you have to cut a large percentage of the names off the list entirely. The third plan, which I believe effectually stops a leak in circulation and does a great many more things besides, is educative in its character.

It is entirely possible, as has been demonstrated beyond any question, under my own observation, to build up circulation from a list of subscribers who have expired and who have lost interest in the publication. This requires an educative campaign, a campaign which combines the ability to collect an account with the ability to make your subscriber understand the value of your publication and arouse in him a desire to renew his subscription because of the actual value of your paper to him as a business asset. Of course, some subscriptions may be renewed by the personal call of subscription men, but I am only discussing the mail campaign.

In brief, the program which I present is about as follows:

Send the bill to the subscriber about a month in advance of his expiration; send with it an educative folder in reference to the value and use of the paper, also a letter calling attention to the bill and courteously suggesting that he send in remittance for renewal. Follow this once a month or possibly oftener, with a bill, a letter and a piece of literature which tells the man something definite—points out how the paper should be used and read—how it can be made of value to him—what he is missing by not using it; in fact, talk him into using the

# "Your Typewriter Is Your Stencil Maker"



*Your own  
stenographer, in your  
own office, on your own type-  
writer makes every stencil you use on  
a Belknap Addressing Machine.*

Every envelope is addressed in the *same* type as the body of the letter itself. Your circular mail warrants the use of *first class postage*. Your mailing lists never leave your office to be copied or used by your competitors as is possible when stencils must be made outside your office.

## The BELKNAP Addressing Machine

Can be operated by your office boy or stenographer at a speed of 3,000 addresses an hour at a cost of only 5 cents per thousand. It does the work of twenty hand addressers. Stencils cost you only \$6 per thousand and will give 10,000 impressions. With our listing attachment you can make out pay-rolls, time sheets and all other lists.

### Send Now for Samples of Belknap Work

Compare the work of the Belknap with that of any other addressing machine. See for yourself how much neater, more "personal" its addressing is. Make use of the Coupon NOW.

### RAPID ADDRESSING MACHINE COMPANY

374 Broadway, New York

716 Chestnut St.  
Philadelphia

610 Federal St.  
Chicago, Ill.

**COUPON**  
**RAPID ADDRESSING MACHINE CO.** (P.S.)  
 Gentlemen: Please send me sample of  
 Belknap addressing which looks type-  
 written because it is typewritten.  
 Name.....  
 Street.....  
 City.....  
 State.....

paper that he is *now* receiving every issue. With this should go a most forceful appeal for the money, stating reasons why the bill should be paid. If necessary, offer a special inducement for prompt payment such as a booklet related to the publication, or perhaps something that has been previously published in the paper. Just how long this should be continued, how many bills, letters and folders should be sent before the names should be put into a special list, can only be determined by experience. But the point is this: as long as you bring down a goodly percentage of your delinquent subscribers each shot, continue to send out the literature, bills and letters. When an appeal fails to produce a fair percentage of renewals, then these names should be thrown into a special list, to be handled by either a personally dictated letter or by a more drastic method, but the object is to get the subscriber to reply.

To show how this actually works, I will take an illustration from *The Iron Age*. In January, 1912, there were 1,261 current subscribers expiring; with the first shot this was reduced to 466; with the second it was reduced to 292; with the third to 168; with the fourth to 118, and after the fifth broadside was finished there were left only 60 subscribers whom we had not heard from. Of course, not all of these subscribers renewed, but all but 60 of them we heard from, either with a check, a renewal or a notice to discontinue.

Even if some do not send in their subscriptions—if they tell you to stop their paper—to hear from them is the thing to be most desired, because many of them will tell you *why* they want the paper stopped, and thus you find out whether you are producing the right kind of a paper for them and if not, why not. I think it shows a pretty satisfactory campaign to hear from 95 per cent of your names on the list of expirations, and I would like to know of some other method that will produce the same results. And, moreover, the sixty remaining

names are not abandoned. Oh, no! They go into a special list to receive special treatment later on.

Many cases should be handled by personal correspondence. If a man says he does not wish to take the paper any more, a good, strong, personal letter, pointing out how it would apply to his particular business, will often convince him that he ought to change his mind.

I believe in continuing to send the paper to the subscriber during the time the effort is made to get his renewal. This is because the campaign outlined is principally an educative one and it is essential that the delinquent subscriber receive the paper regularly so he can see the things that are being pointed out to him. Those who are reading the paper and intend to renew should, of course, be kept on the list and the indifferent ones should be continued during the educative period in the hope of interesting them.

This is not a plea for holding subscribers on the list; it is a plea for something far more important—a plea for something better—a suggestion for the highest and most intelligent standards which can possibly be observed in a circulation campaign. It is a plea for that part of the circulation business which knits up the ragged ends, that molds your list of subscribers into a fine body of appreciative readers, a fine list of paid-up subscribers, a list of readers who not only appreciate your publication but who have infinite respect for your methods of handling their own delinquent subscription, something which they themselves appreciate to the extent that it is often adopted and used in their own business.

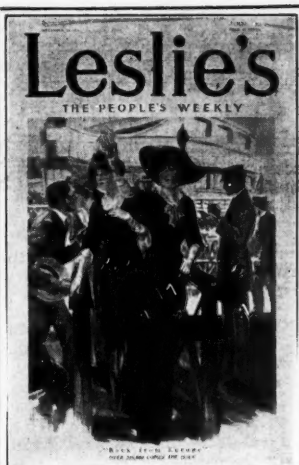
The beauty about this whole campaign is that through its working you eliminate from your list the very subscribers you do not desire, that is, that part of the circulation which represents no buying power, which does not represent intelligence, which can never be awakened to keep step with the times. Through this campaign, your undesirable sub-

scribers are eliminated, but this is not all; this same campaign brings replies from these subscribers, gives you their viewpoint, even though they request their paper discontinued.

The very replies from these people give you information upon which you can build a campaign for new business; that is, to secure new subscriptions in new fields among people who have not before used your publication. It places at your disposal information which is invaluable, as it gives you the arguments, the excuses and the answers of the class of circulation you do not desire and permits you to offset these in conducting a promotion campaign through which you expect to educate your possible subscribers up to a condition of desirability.

Another feature of this, of course, which is very important but which is by no means the most important is that the proper handling of this part of your list of subscribers means a very appreciable increase in your cash receipts. I have known instances—and hundreds of them—where subscribers have refused to answer as many as ten letters, where subscribers have absolutely ignored as many as ten distinct campaigns, all of which were straight from the shoulder, yet who were finally brought back into the fold. With these renewals often come letters stating that they themselves had been awakened by these campaigns, that they appreciate this persistency, that they have learned from this campaign to renew their subscription promptly in the future and that they not only intend to read the publication from this time on, but that they intend to use the same methods of collection, to use the same business ideals and to apply certain things they have learned from our subscription campaign in their business.

After having reached the point where an insufficient percentage responds to make it worth while, the remaining names should be removed from the subscription list and placed in a spe-



## Growing!

177% gain in  
four years. Cir-  
culation now  
over 365,000  
copies an issue,  
and still

## Growing!



ALLAN C. HOFFMAN

Advertising Director

225 FIFTH AVENUE  
NEW YORK

cial list which should have the special attention and consideration of the circulation manager. It is here that the greatest ability of the circulation manager is to be displayed. If he has thought hard and long on the previous letters and literature that have accompanied other communications heretofore, he must dig still deeper and use his wits more brilliantly upon the final efforts on the special delinquent list. I cannot give you any rules for handling this. I do know, however, that in our own case, our circulation manager has been especially successful in getting money out of a list of delinquents who have failed to respond to six, eight, or ten previous communications. I only know that it requires some unusual kink in the letter, something that appeals to some particular characteristic in the man. Possibly a reflection upon his business habits in failing to reply to previous letters—perhaps a subtle suggestion that he is doing himself a great injustice in the eyes of an institution such as ours. But at any rate, I know that very large amounts of money have been obtained and many renewals of subscribers from a delinquent list who have failed to respond to many previous communications.

The following figures on one of our publications will demonstrate clearly what can be done. We had on January 1, 1912 a delinquent list of 1700 subscribers on one of our publications. This list was an accumulation of unintelligent handling of renewals by a former subscription manager, which under our present system could not possibly occur. These people had received a number of letters. However, this 1700 was a list of delinquent or unpaid subscribers several months in arrears. As a result of the first campaign sent out to these 1700 delinquent subscribers, the number was reduced to 881 by April 1. On June 1 this 881 was reduced to 758; on August 1 this number was reduced to 480; on September 1 this number was reduced to 200.

Now, of course, it is not to be

presumed that all of this 1700 renewed their subscriptions, but these campaigns brought in the very information we desired about those subscribers who had not renewed and who never intended to renew. It cleaned up this list and kept the people we desired to keep and gave us positive and important information about the undesirable part of this 1700 delinquent subscribers. And furthermore, from this list of 1700 delinquents we received, during the time it was being reduced to 200, \$5,800, and this \$5,800 did not represent subscribers who merely paid the amount due, but subscribers who paid up their subscriptions for the current year and for the year in advance.

In conclusion I have this to say: If you will use the same degree of intelligence, efforts and energy upon your expiring subscribers that you do upon your advertisers when their contracts expire, you will stop the worst leak in circulation and your circulation department will be a source of satisfaction instead of one of annoyance. You will have the loose ends all caught up—you will know exactly why your subscribers discontinue, and if you are the right kind of a publisher, you will seek to remove this cause if possible. The plan which I propose sheds sunlight into your circulation department—gives you all the information that you ought to have about your subscribers and their relation to the paper. Let us show our subscribers that we are as anxious to retain their subscriptions as we were to get them—let us educate them to an intelligent use of our publications—let us give more real thought and downright study to the question of solving the problem of renewing subscriptions.

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#### JENKINS NOW WITH MAHIN COMPANY

H. Jenkins, formerly in charge of the advertising of the West Disinfecting Company, of New York, is now with the Mahin Advertising Company, of Chicago.



LETTERS THAT SPEAK FOR  
THEMSELVES

THE FARM MAGAZINE.  
OMAHA, NEB., Sept. 19, 1912.

Editor of PRINTERS' INK:

I am sending you copy of a letter we have received from Fairbanks, Morse & Co., and copy of our reply thereto, which we would be pleased to have you print with any comment that you feel is justifiable.

T. O. WARFIELD,  
Advertising Department.

THE FARM MAGAZINE.  
OMAHA, NEB., Sept. 19, 1912.

Mr. A. G. Langworthy,  
Fairbanks, Morse & Co.,  
Chicago, Ill.

DEAR SIR:—

Mr. Bereman, our editor, has answered your letter of September 17. I feel impelled to make a reply, also.

Referring to the advertising and editorial branches, you ask "how far the action of one department will influence the other."

Let me ask you what connection there is between your advertising schedule and your editorial contributions which are nothing more nor less than an attempt to obtain dollar-a-line advertising under the guise of pure news and without cost to yourself, by holding the Damocles sword of patronage over our heads.

T. O. WARFIELD.

FAIRBANKS, MORSE & CO., INC.  
CHICAGO, ILL., Sept. 17, 1912.

The Farm Magazine,  
Omaha, Neb.

GENTLEMEN:

Attention, Mr. H. A. Bereman,  
Editor.

We have Mr. Warfield's letter of September 16, which seems to have been written in reply to our letter of September 12 which was intended for your editor.

We note that the editorial copy submitted to you has been forwarded to your Chicago advertising representative. This prompts us to wonder what connection there is between your advertising and editorial departments. We shall be interested to know how far the action of one department will influence the other.

Thanking you for early reply, we remain,

A. G. LANGWORTHY,  
Mgr., Advertising Department.

WEBB JAY NEW HAYNES SALES  
MANAGER

Webb Jay, who last month joined the Haynes Automobile Company's organization at Kokomo, Ind., has been appointed sales manager of the company, succeeding F. H. Colwell. The latter is now sales manager of the American and Marion Sales Company, which has the distribution of American and Marion cars in four states, and which maintains headquarters in Indianapolis.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

## PHYSICAL CULTURE

welcomes keyed advertisements—prefers them, in fact. Ninety-five per cent of the advertisements which appear in each issue are keyed. It is our experience that the keyed advertisements in Physical Culture are the ones that always come back.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

Quality Circulation  
Brings Returns

## THE ONE IN EVERY FOUR WINDOW DISPLAYS THAT WINS

THE "CORKING TRIM" THAT FALLS  
DOWN BEFORE IT REACHES THE  
DEALER—PHOTOGRAPHIC REPRO-  
DUCTIONS THAT MADE DEALER  
SUSPICIOUS—RIGHT AND WRONG  
WAY OF HANDLING SALESMEN

By Carl G. Percy,

Advertising Manager of Grosset & Dun-  
lap, Reprint Book Publishers,  
New York.

A manufacturer dealing with stationery and department stores gave his desk a resounding bang. "By Jove," he said, "I'll send every one of my dealers a corking window trim! I want this extra display and publicity." He prepared the trim, sent it out announced by an accompanying circular and—sunk a tidy sum.

An Eastern manufacturer, also in the department store line, also decided to develop the dealers with a view to securing window displays for his wares. He, too, made up an attractive trim, but photographed it and sent reproductions to his retailers, offering to supply the materials without charge. Some dealers took advantage of his offer, but not many, and he, too, lost money.

The sales manager for a firm selling a commodity in general use saw the problem from another slant, that of the wasted time of his road men. "Instead of having my men hanging around hotel lobbies waiting for trains out of miserable little towns, I'll supply them with this window display material and have them dress the dealers' windows. The dealers ought to welcome that." He put his plan into effect, but instead of getting window displays he developed a bitter feeling in his organization and lost out on this adventure.

It remained for the fourth manufacturer to do it right. He felt sure that the dealer, if properly cultivated, could help him in securing bigger sales with his present facilities. He evolved a plan. His idea was to make up *sample displays* and let his sales-

men get the requests for them. And this manufacturer succeeded. There is a world of difference between the four methods.

The mistake of the first manufacturer who sent all of his dealers "a corking window trim" is a common one. He sent his display unannounced except for a circular that accompanied it. His salesmen had not paved the way, nor had he done so by mail. As a result, in many cases the display never reached the proper person, and if it did it failed to receive proper attention. It is doubtful if 20 per cent of the persons for whom the display was intended ever learned what it was all about. If fifty per cent of the twenty per cent even started to act upon the suggestion it is doubtful if *ten per cent* would carry the idea through. They were not *sold* on the window display. It was a costly error.

The difficulty in the second case was much the same. The idea of sending the photographic reproduction was in itself an improvement over the first man's feeble attempt, but it was not successful because the dealer had *not been educated to expect such a liberal offer*, and as a consequence either ignored it or looked upon it with suspicion. The manufacturer did not make it clear, either, that the benefits to be derived were not going to accrue to him entirely. And, as before, the traveling salesmen were not let into the secret.

The sales manager of the third concern showed a pitiful lack of knowledge of retail conditions. Imagine for a single minute a salesman coming in and asking the retailer to clear out his window in the middle of the day in order to make a fresh display. Dealers' windows, too, need washing, occasionally, and are usually washed when a change of display is made. On the other hand, if permission had been given in advance what a muddle the salesman would have been in if he fell one train behind schedule! No retailer wants the front of his store upset during rush hours, anyhow. Well, the road men met

these conditions; the sales manager kicked because his pet scheme wasn't working, and there were some "sore heads" in the organization for several days.

The manufacturer who took the trouble to sell the proposition to his own salesmen won out because they were able to explain it fully and intelligently to the dealers when they reached them. The dealers understood that the displays were created for them, tried and proved out, and would be sent only to those wanting it when they wanted it. This method allowed the manufacturer to put more money into his displays because he was assured beforehand that they would be actually used. And the salesmen had a talking point that often helped them increase the size of their orders.

This last plan was effective because it considered *the dealer first* in the construction of the idea and second in the distribution of the material.

Window displays and other trade promotions that are given without a thorough study of road and retail conditions will not get very far. The men who realize a profit on window helps for the dealers take the first steps cautiously.

#### LITHOGRAPHER AND FORMER PUBLISHER DEAD

Charles Edwards died September 23 at Chicago. He was secretary and treasurer of the Edwards & Deutsch Lithographing Company.

Mr. Edwards was connected with the *Illinois State Journal*, and at one time was one of the proprietors of the *Illinois State Register*. His partner, at that time, was the late United States Senator John M. Palmer. Going to Chicago in 1880, he was connected with several lithographing establishments.

The *Architect*, a monthly publication issued by the Whitehall Publishing Company, of New York, is in the hands of a receiver.

P. V. Collins, president of the *Northwestern Agriculturist*, of Minneapolis, has been nominated by the Progressive party for governor of Minnesota.

## These are good openings for young advertising men

We can place solicitors with newspaper and trade journal experience, copy writers with agency training, and a few good classified men. Positions now open:—

AGGRESSIVE solicitor wanted for New England daily in city of over 100,000, starting at perhaps \$25 to \$30. Prospect of advancement and permanency. No. 675.

EASTERN representative who knows New York and New England advertisers, particularly contractors and builders, can make profitable connection with a middle western class journal. No. 919.

Registration free; moderate commission from successful candidates; no charge to employers.

MAN familiar with up-to-date methods of building classified advertising pages can have a chance to prove himself and earn \$25 a week, perhaps more, with an eastern penny daily. No. 501.

EVENING newspaper in one of the best cities of the South is looking for a solicitor who can influence big department store advertising. Salary to fit the man. No. 5932.

## Fernald's Newspaper Men's Exchange

Advertising—Printing—Publishing Positions

Springfield, Mass.

## POSSIBILITIES OF THE PHOTOGRAPH IN AD- VERTISING ILLUS- TRATION

HOW THE CAMERA CAN BE MADE TO PRODUCE A SUITABLE BASIS FOR THE ARTIST TO WORK ON—WHY THE PHOTOGRAPH OF A RUNNING HORSE DOES NOT LOOK LIKE THE ARTIST'S DRAWING OF THE SAME THING—SOME RECENT EXAMPLES OF ILLUSTRATIONS BUILT ON PHOTOGRAPHS

A certain advertising manager wanted an illustration which would express weariness with office routine, and conceived the idea of a business man tied to his desk with a stout rope. "Tied down by petty details" was the idea he wanted expressed, and he tried two or three artists on it without success. The first artist

ness man was one of silly self-consciousness. The third treated the whole composition in the spirit of a cartoon.

"What am I going to do?" asked the advertising manager of his agency chief. "Those drawings make the figure look like a martyr or a fool, and he isn't either one. He's simply tired. He ought to look like this—" And the advertising manager illustrated exactly the expression he wanted.

Thereupon the agency chief conducted him to the photograph gallery on the top floor and asked him to illustrate the expression once more as he sat at a plain oak table in front of the camera. After the retoucher had changed the visible portions of the table into a desk, and had drawn in some suitable ropes, the advertising manager had exactly what he wanted.

The important place of the camera in the preparation of advertising copy is getting to be better understood every day, and advertisers are resorting to the use of the camera more and more. But the camera is getting to be recognized as an aid to the artist, not a substitute for him. As long as it was a question of photographs *versus* drawings, the photograph was bound to be worsted for reasons which will appear hereafter, but as soon as it was understood that the photograph was a splendid foundation for artistic treatment, and that by its aid the artist could get results quicker, it came into its own.

The reasons why the camera cannot take the place of the artist are worth a brief consideration, because an understanding of them may save somebody some expensive experiments.

Suppose you want a picture of a galloping horse as an illustration. Why not be faithful to nature and present a photograph of the real thing? It sounds plausible, but there isn't one chance in a thousand of success. The action of the horse is so much quicker than the nerve stimulus from eye to brain and thence to the hand, that by the time the shutter has



TWO PHOTOS MOUNTED ON A TINTED CARD.  
LETTERING DRAWN IN

got an expression into the business man's face which indicated that the only possible next step was suicide, for all hope was gone. The second artist went to the other extreme, and the expression on the face of his busi-

THE form of The American Magazine was changed so that the reader would profit.

Because of a fundamental principle of advertising, this happens to be the one basis on which the advertiser can profit.

*Advertising forms close October 10th  
for December*

**S. Keith Evans**

Advertising Director

been sprung the horse is in an entirely different attitude than the one chosen for the picture. All four legs may be off the ground, and the horse appears suspended in the unstable atmosphere. The picture will represent a fact all right, but it will be far from conveying the usual human conception of a running horse.

As a matter of fact, the human eye in looking at a moving object

ever seen a motion picture film stop, you will get a very good idea of the results of the average "human interest" photograph which has been posed for the occasion.

The artist can visualize his idea in imagination, and can hold it steady enough to fix it on paper. His horse will not be moving at all, of course, but it will look like a moving horse, while the camera picture of the horse which really was moving will look like a ridiculous impossibility.

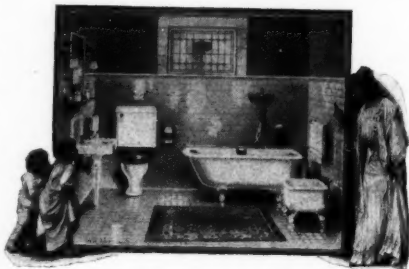
The advertiser early discovered that he couldn't make the photograph take the place of the drawing entirely, so he said that the photograph was no good except for portraits of pretty girls, the boss's picture, and so on. He tried to make use of drawings for everything (of course I am speaking of human interest illustrations; not of the pictures of *things* for which the photograph has always been in requisition) and he succeeded pretty well, only it was very expensive and very much slower than was necessary. The advertiser had to explain to the artist at great length what he wanted. Then the artist made a preliminary sketch. Perhaps he secured the thing wanted and perhaps he didn't. At best the whole



THE "BATH ROOM" IS ALL DRAWN IN EXCEPT THE MIRROR

gets a series of sense stimuli or impressions which overlap to such an extent that no one of them is seen in detail. So a certain conventionalized attitude is adopted as standing for a running horse—an attitude which a particular, individual horse might not assume once a month, and then for only a fleeting fraction of a second. What chance has the camera of catching that particular moment? Mighty little, and that is the reason why the artist is called upon to produce our running horses in the conventional attitude which everybody understands.

So with human interest illustrations of almost every kind. The eye and hand controlling the shutter are so much slower than the play of facial expressions and so on, that by the time the shutter springs the moment is gone. If you have



THREE PHOTOS MATCHED WITH A DRAWN-IN BORDER

thing would have to be worked over again into a finished drawing, which meant several days more delay.

Lately, however, there has been a marked tendency to get back

to the photograph as a basis for the illustration, even though it is seldom possible to photograph the whole picture as it is going to look. This does not mean the elimination of the artist, however, for there is probably more art work being done to-day than ever before.

Some examples of human interest illustrations which are based upon photographs will be worth much elaboration of the argument. A tour of some of the New York agencies brought to light some interesting facts about the use of photographs, and some of the original designs which are reproduced herewith.

The "Look to Mennen's" ad is an example of the simplest form of the photographic illustration. The materials are one girl, a can of powder and an air brush. The girl is photographed in the act of looking up at the ceiling, and a silver print is retouched and cut out in silhouette. The box of powder is photographed, and cut out in the same way.

The artist takes a piece of card-

board, lays an even gray wash on it with his air brush, and draws in the border. Then he takes the girl's head and the powder can, and moves them around on the gray background until they are placed to his taste with the can in range of the girl's eyes. Then the lettering is put on and behold, an ad! In all-art work, which is generally charged for by the hour, it would have been an expensive proposition.

The Standard Sanitary Manufacturing Company's displays have been much commented upon because of the success with which human interest is worked into the illustrations of products which would seem removed as far as possible from it. How is it done? The photographs of the palatial bathrooms are taken in Pittsburgh, and the human interest is put in in New York.

The accompanying illustration is based on a photograph of the bathroom which has been cut down by a drawn-in border, and carefully retouched. All outside of the border has been gone over

## Do You Want More Business From the Pacific Coast Zone?

We have increased sales for  
several of the most progressive  
manufacturers.

We can do it for you.

Write to us frankly and confi-  
dentially—*to-day*.

"Eberhard Service"

**THE GEO. F. EBERHARD COMPANY**

Incorporated 1891

Introducing - Advertising - Selling

360-362 FREMONT STREET, SAN FRANCISCO

Branches:

Seattle, Los Angeles, Portland



with white paint, so that it is invisible in the reproduction.

The figures of the lady and children were taken entirely separate from the bathroom photograph and were simply pasted on the mount after being properly trimmed off. The prints aren't even the same color; the large picture is black and white and the others are sepia brown. But it doesn't show in the reproduction.

The Lyon's Tooth Powder Illustration (p. 66) is an example of what can be done with a photograph by careful retouching. The washstand, the glass shelf under the mirror, the tiled wall are all drawn in. The figures were



SIX SEPARATE PHOTOGRAPHS. CAN YOU COUNT 'EM?

posed against a plain white background with a mirror supported upon anything that was handy. After the artist was given his three figures and the reflection in the mirror it didn't take long to complete the picture. What's in the background doesn't really count because it can be taken out with little trouble.

As a composite picture, the Mennen's baby across the column from the nurse is about as interesting as one readily finds. Six

different photographs go to make up that combination, and five of them are in the left hand panel.

Of course it was necessary to have the familiar "Mennen's for Mine" baby in the picture, but babies with that particular face did not grow on every bush nor could one be depended upon to assume just the expression even if he were located. So the artist started with a photograph of the drawing, and the necessity of finding a body to go with it. As it happens there are two other photographs in the baby—the trunk is one and the legs another—but the ordinary mother would never suspect it from the reproduction. In the same panel the nurse's hand is one photograph and the can of powder is another. The right hand panel is complete in one.

There is plenty of opportunity in the photograph when it is intelligently handled. But just "any old photograph" will not do. The photographer must know his business just as the artist must know his.

#### IS TYPEWRITER ADVERTISING IN A RUT?

AULANDER, N. C., Sept. 25, 1912.

*Editor of PRINTERS' INK:*

Wouldn't you think it would pay typewriter manufacturers to run some educational copy? Fact is, these people as well as many others assume that the uses of their product are well known.

This is true as to typewriters in cities, but I happen to know that they are fast becoming in use in small towns and rural districts, and that a great many merchants and other business men, including up-to-date farmers, would buy machines if they were told and shown of the uses, the simplicity and the advantages. Many a provincial business man has not bought because he thinks he would never learn to operate it, and the idea of the complication of typewriter construction is pretty general in some sections. Once shown how simple it is, hundreds of sales would follow.

There are classes of publications reaching these people, and it seems to me the typewriter people could follow the automobile manufacturers to big advantage along this line.

A. J. DUNNING, JR.

John Fanning has resigned as corresponding secretary of the Fort Worth Advertising Men's Club, and William H. Beck has been elected to fill the vacancy.

THE LITTLE THINGS THAT  
COUNT

THE HUTCHARM COMPANY  
VICTORIA, B. C., Sept. 18, 1912.  
*Editor of PRINTERS' INK:*

In this day and generation when we have to deal with intensive cultivation, both in the cornfield and in the advertising field, the importance of "little things" is much magnified. Passing by with contempt the hoary-haired illustration respecting the four-year-old who corrected his fair mamma's statement of her age, as an application of the fact that it is "the little things that count," may we take for granted that small details are the acorns that produce the oaks of big results?

The Canadian market, in spite of the failure of reciprocity, is attracting more and more attention at the hands of some of the largest manufacturers of the United States, and yet the writer can personally vouch for the commission of numerous little errors that offset the effect of the most carefully directed sales campaign. One is sufficient for mention here. It is the one that suggested this letter. Of a total of ten large American manufacturers who sought to effect sales by correspondence among Canadian consumers, nine enclosed self-addressed and stamped envelopes for reply, and eight of the nine stamped the envelopes with American stamps.

Owing to the fact that the Canadian Government has not yet passed a law

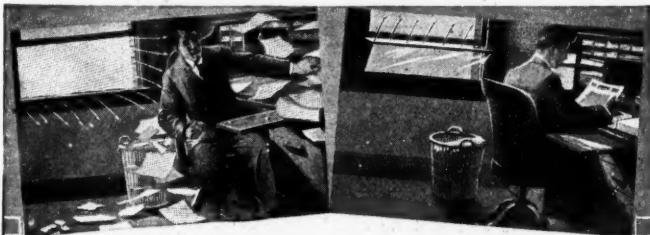
making American stamps acceptable in Canada, these envelopes do not prove especially useful on the Canadian side. Further conclusions are obvious.  
C. L. ARMSTRONG.

## A VANISHING MARKET

The petticoat manufacturing industry, which for twenty-five years was one of the most flourishing industries in the whole world, became so demoralized since the introduction of fashions that did away with the use of petticoats or narrowed them down so as to make them unwearable, that the industry is now almost extinct in this part of the country. Millions of dollars in losses can be ascribed to the freakish French fashion which insisted that women show their shapes instead of draping their shapely forms. Surely American women have no reason to adopt outlandish ideas in dress simply because some idiotic foreign designer thinks that modesty is too conspicuous among American traits.

My own experience of many years among the various manufacturing industries gives me the right to say that the prevailing opinion of American manufacturers of women's garments is for the adoption of sane, sensible, modest styles that can be considered staple and salable.

American fashions for Americans should be America's motto.—L. M. Fisher in N. Y. Times.



The Open Window—NO PROTECTION

Protected with IDEAL VENTILATOR

Incoming cold air from an unprotected open window creates a dangerous draught, subjecting the occupants of the office to the risk of catching cold and losing papers

# Ideal Window Ventilators

## and Draught Deflectors

With the Ideal Ventilator installed, as illustrated at the right, you secure the same amount of fresh air, but you are absolutely protected from draughts.

Ideal Ventilators insure at all times a constant inflow of pure, fresh air, evenly diffused throughout the room.

**Send for FREE Fresh-Air Book** and learn how inexpensive, easily regulated, easily installed and perfectly adapted for offices, mills and factories are Ideal Ventilators. Ideal Ventilators in your house insure sound sleep and save doctors' bills.

**IDEAL VENTILATOR CO., 360 Weybosset St., Providence, R. I.**

New York, Chicago, St. Louis, Cincinnati, Cleveland, Detroit

## SMALL TOWN RETAILERS' WINDOW POWER

IT IS RUNNING TO WASTE IN MOST CASES AND THERE IS A CHANCE FOR MANUFACTURERS TO WIN DEALERS' GOOD WILL BY SETTING THEM RIGHT AND HELPING THEM—THE CONDITION AND ITS CURE

*By Frank Farrington.*

It is customary to think of show windows in terms of plate-glass. The retail store in the large town or city that does not have plate-glass windows is not deemed worthy of consideration, and in most cases the business going on inside is pretty small, though there are still no end of fellows who are starting in very small and finishing very large.

It is in the country village or the cross-roads store that plate-glass is the exception rather than the rule, and its absence is no indication of the absence of business.

The country retailer has not been brought up to consider his windows. He knows that window displays are used by the city dealers to get business and he reads of the large sums of money spent in this form of advertising. When he goes to the larger town or city he takes pleasure in looking at these window displays and in admiring their arrangement and the goods shown in them.

He often wishes that he had such windows and that he could run a store as he sees the city store run, but the wish is expressed in a good deal the way that you or I may express the wish that we might own such a steam yacht as the one we see on the water front. He never expects to have such a store or such store windows because his is a country store and he thinks to himself, "Well, that's all right in the city, but what would be the good of it out at Hixville Corners? There ain't anybody there to walk by and look in the windows if I had 'em. My customers don't want style. They want goods."

I want to say right here that

these country merchants are gradually getting away from this attitude. They are growing to realize that good windows will be of value to them and that people will see what is in them even where the population is small and the store is not located on a promenade or a boardwalk. But the average small town man has not yet indulged in a very large amount of plate-glass.

He is in a frame of mind perhaps when he will listen to arguments from the maker of store fronts who sets out to show him how a store front will pay him even in the country. But he will give little attention to the advertising of store fronts, which confines itself to telling how the advertised kind is better than any other.

Even at the cross-roads store there are people to look into the windows. Any store that does business can do *more* business, with good windows, and the farmers who drive up and sit in the wagon, or the wives or daughters who may be left in the wagon to wait ten minutes or so, will find that ten minutes shorter if there is a display of goods right before them in a big, bright, attractive window. The window increases the displaying capacity of the store just as a show-case does, and it is along the line of that kind of argument that the manufacturer of store-front material should work.

And it is along this line, too, that the manufacturer of staple goods sold in the village or country store should work. He should not be satisfied with the dealer's attitude that he has no windows fit for displays and that anyhow display will not be profitable for him. There may well be a general campaign to educate these dealers to put in windows. These windows will afford the manufacturers an additional medium in which to show their products. Country store windows will give the manufacturers a chance to show their goods to a class of people whom they are unable to reach as satisfactorily in any other way.

The country store is known to everyone within trading distance of it. All go there more or less. In bright weather they sit or stand around outside and gossip, and while there is no passing public in the sense that there is in the city, still the country store window has an advantage that the city store window does not possess. It is without immediate competition or at least it has little competition to face. A good window display in the country will be remarked upon by every farmer's family that drives up to the store, and they will go home and describe it. A display that would not cause a thought on the part of the passer-by in the city will cause a world of comment in the country. This is not because the country people have never seen window displays, either. A good display in the country, if seen by a man from the city, would attract his attention and hold it in a way that one a hundred per cent better would not do in the city.

In windows, as in everything else, it is the unexpected that makes us stop and think.

The country storekeeper is a busy man. He sees to almost everything himself, or at least he carries on his own shoulders the responsibility for pretty nearly everything connected with the store. He does not think of his windows.

The answer to a question as to why more country merchants have not paid their windows proper attention would probably be pretty well averaged up in the statement that they have not thought of it.

There has been so much said about store windows the last few years that even the man who does not think of his windows often enough to get to work at them still does give them a passing consideration now and then, and he has the boys wash them and put in some goods. He is not so backward as to regard the store window merely as a means of letting in light. He knows that it

## How Much Business Are You Getting From Pittsburgh?

Do you know that Pittsburgh is one of the richest markets in the country? Do you know that Pittsburgh's metropolitan district contains over one million people, and that it is estimated that the food bill of this one million people is two hundred million dollars (\$200,000,000) annually?

Pittsburgh is leaping ahead fast and her prosperity, shown in a pay roll of over one million dollars a day, makes her a market full of tremendous sales possibilities for the manufacturer who is getting retail co-operation.

We will be glad to answer any question you ask us regarding the possibilities of marketing your goods in Pittsburgh.

### **THE PITTSBURGH POST**

Two cents every morning; Five cents per copy on Sunday

### **THE PITTSBURGH SUN**

One cent every afternoon

EMIL M. SCHOLZ, General Manager  
PITTSBURGH, PA.

CONE, LORENZEN & WOODMAN, Foreign Rep.  
NEW YORK and CHICAGO

is a display medium, but he thinks, or he would if he stopped to reason it out, that fancy window displays may be all right for somebody else but that they wouldn't be of any use to him.

This reasoning is not so very different from the sort we are all likely to follow when a rule is applied ready made to our affairs. We seem to have a universal tendency to say, "My business is different. That may be all right for most cases, but it wouldn't fit mine."

The country storekeeper has an open mind nowadays. He is ready to be shown that any improvement or new plan will help his business. It should not be left to the people directly benefited by the building of new store fronts to convince the country merchant that he needs one. The plate-glass manufacturer will profit first by the improvement in country store fronts, but the manufacturers of the goods to be displayed behind the glass will profit indefinitely.

A large proportion of the country stores are so crowded inside that the window is apt to be used for storage. No matter how much care the boy has taken in putting in a display he will find in a day or so that the display is being crowded toward the glass. The rest of the force have not appreciated the work put into the window, if it was put in. Stock is taken out of the display and sold without discrimination and other things are put in. Empty baskets or cases are stuck into the window out of the way. Someone leans that way and a pile of goods upsets against the glass. Everyone is too busy to notice it at the time and it isn't thought of later because it is only the window and doesn't matter.

The country storekeeper has little opportunity to see what people are doing in the cities to make attractive windows. His employees have still less opportunity.

Some city merchants think of the windows as their best and perhaps their only means of bringing in new trade, or of

bringing in any trade. The country merchant never regards windows in that way.

The country store window is often unapproachable from the outside. If there is a loading platform across the front of the store, this platform will be filled in front of the windows with farming implements, snow shovels, garden tools, lawn mowers, bulky wooden or tinware. If there is no loading platform such goods will be displayed in front of the windows and even cover up part of the window. In doing this the merchant inadvertently admits the value of display and yet makes it impossible for a display to be made valuable in his windows. He gives up the display space entirely to the bulky articles that can be shown outdoors.

There is no reason why the country merchant, even if he is satisfied to do so, should be left to waste the display value of his windows indefinitely. He can be brought to see the great light of the window's pulling power.

The trade papers that reach the country merchant are hammering steadily upon the window value nail and they are driving it in slowly. The people who have window glass or store fronts to sell are circularizing and advertising in the trade press, but the results of their efforts are very limited.

The weight of the efforts of the manufacturers with goods that they want displayed should be added to the other influences working for better store fronts. The ready-made displays which are so common now should be offered to these country dealers to use in the windows as they now are and they should be sent out with complete instructions for using them. In order to make the displays of value there should be a careful consideration of the size and condition of the country dealer's window. He cannot use a display of the size suited to the big city front. A display planned on a unit basis so that when the dealer gives the size of his window, just enough units can be

Do you realize that the time spent by your stenographers in taking shorthand notes is time *lost*—and that it can be saved by using the

# Edison Dictating Machine



**R**EAD this letter from the Utah Association of Credit Men, users of the Edison Dictating Machine, and a view of whose office is shown above.

"It is easy now to dictate the letters when we have the time, and have the stenographer working at her desk practically all of the time, thereby saving the time previously lost by having to take notes in shorthand and later transcribing same."

Few business men realize the extent of time lost in taking shorthand notes—few realize that this loss of time is imposed

on the dictators as well as on the stenographers.

There is an Edison dealer in your locality who can tell you how the Edison Dictating Machine will eliminate your loss, improve your correspondence, and add a vast degree of convenience in its production.

If you do not know his name we shall be glad to forward it.

Write us today for a copy of our book, "Splitting the Other Four-Fifths."



Thomas A. Edison  
(INCORPORATED)

211 Lakeside Ave., Orange, N. J.  
25 Clerkenwell Road, London, E. C.

## A Problem Worked Out

The Advertiser who in the September 19th issue of *Printers' Ink* weighed the advantages and disadvantages of the big city and the small towns overlooked the

## LOCAL CITIES OF NEW ENGLAND

The cities are big enough to have many of the advantages of the larger cities without any of the disadvantages; and small enough to have the advantages of the small towns without the disadvantages. The truth of two propositions is usually midway instead of at either extreme.

These Six Northern States have many of these medium size cities. The population is concentrated but not too much so. The expenses of traveling salesmen are light in proportion to dealers that may be seen. The cost of newspaper advertising per inch per thousand is very low. The advertisements get a far greater chance of being read, for there is less to read and a good deal more time to read them than in Metropolitan cities. The dealers in these cities know pretty well the customers that come to them, and they see he gets value as they want him to come again.

The City—local, not metropolitan, is the best place to advertise your product.

Try these ten to prove it.

|                                    |  |
|------------------------------------|--|
| <i>Portland, Me., Express</i>      | <i>Worcester, Mass., Gazette</i>                       |
| <i>Meriden, Ct., Record</i>        | <i>Springfield, Mass., Union</i>                       |
| <i>Burlington, Vt., Free Press</i> | <i>Salem, Mass., News</i>                              |
| <i>New Haven, Ct., Register</i>    | <i>New Bedford</i> <small>Standard and Mercury</small> |
| <i>Waterbury, Ct., Republican</i>  | <i>Lynn, Mass., Item</i>                               |



sent to fit his particular case, is better than one style only of the same size for all instances.

The country store window, too, being high up and frequently back of a platform so that no one can get close to it will be of value only when the display is attractive at such a distance. It should be brighter in colors and the lettering should be plain and clear, readable at twenty feet at a glance. Displays that would seem flashy and almost too vivid in the city, where different standards prevail, and where the observer is from six inches to six feet away from them, will be the more likely to pull in the country just because of their brightness.

Window strips that are to reach across the window should be lettered so that the strips can be cut up if necessary to avoid the strips of sash between the panes.

An item of importance that will help the storekeeper to make his display a success is the providing of a background of some sort or at least of providing careful instructions as to how a simple and easily made background may be produced. If the storekeeper gets his display into the window with a background behind it there will be far less likelihood of other goods getting dumped in to spoil the display, and there will be less likelihood of the display being rendered almost valueless by the reflections which make it so hard to see what is in a window, particularly a window perched high above the pavement and possessing perhaps uneven panes. A suitable background, even if of nothing but plain paper of some appropriately contrasting color, will help to make the display stand out, and I venture to say in many instances it will make the difference between the success and the failure of the exhibit.

In the small stores where the proprietor and one boy, perhaps with the assistance of the proprietor's wife, do all the work, the merchant himself is very apt to fix up the windows if he regards them worth troubling with. If he has no interest in them he will leave it to the boy.

In  
MERIDEN  
CONNECTICUT

## The MORNING RECORD

is the alert, enterprising,  
popular family newspaper,  
and it

## GETS INTO THE HOMES

of the city much more  
fully than does any other  
Meriden paper.

The  
MORNING  
RECORD  
is  
"Meriden's  
Leading  
Newspaper"

by every test, and it is

Meriden's only  
Two-Cent Newspaper

In any event the appeal for better treatment of the windows should be made through the head of the business, and any advice as to how the windows ought to be used should be given direct to him and put in such form that it will show him that using the windows will get him more trade.

Like all other merchants, the country merchant wants more business. He is trying to make this year's sales bigger than those of last year. Show him a way in which he can take a step in the desired direction and his interest will be awakened.

Instructions about using window displays should be made so plain that they can be understood by anyone. They should be made so plain that they cannot be misunderstood. This means that they should go into detail in every particular. Nothing should be left to the imagination in describing any kind of a special offer. The proposition that seems simple to the man who makes it may seem so merely because he is so saturated with it that he needs only a hint to convey to his mind the entire idea. A hint will not put any information in shape so that a merchant can use it.

I believe that one of the best ways to interest the country retailer in his windows and to show him that they have a value is to offer him a small lot of free goods for making a window display for a given length of time. The fact that a manufacturer is willing to give something for the use of his window shows him that it is of value and brings home to him an appreciation of that value. Then, too, if he is going to get something outright for his window display he will be certain that it will be profitable to him to make it in this instance whether he believes in window displays as a rule or not.

When a merchant once gets started in the right direction with his windows he is sure to keep on going. The doubts that have kept him from starting will be swept away by the first calls for goods "like those in the window."

Suppose the manufacturer of a

breakfast food were to offer a merchant a supply of sample packages to be distributed only by means of a window display, the samples to be given only to people who asked for them and the demand to be created by an attractive window exhibition? The merchant carrying that food would be glad to make the display and he could easily be made to feel an interest in the event as a demonstration of the value of his windows in developing interest in the goods displayed in them. Such a merchant, after finding that people would come in and ask for goods offered in his window, would be a ready convert to window advertising. He would in the future be on the lookout for window display suggestions from other manufacturers.

A merchant needs to be shown a business-promoting plan only once if that once convinces him that it will pay.

Many of the ready-made window displays that are furnished to dealers are made artistic at the expense of their practical value. Beautiful color effects and fancy hand-designed lettering may produce a generally pleasing impression without producing any suggestion of the value of the goods.

The passer-by gets a lingering suggestion of some predominant color without any lasting idea of what article is being advertised. Most of these artistic displays will create an impression upon the mind of anyone who will stop and look them over. But it must be remembered that the proportion of passers-by who stop and really examine the contents of a window is very small. The great majority of people only glance that way as they go by. The display should be such that he who runs may read enough to get the main idea of the display.

Make something more than a color effect or a peculiarity of construction to stand out prominently. Do this by having the chief sign or show card lettered in perfectly plain black letters upon a white ground. No other typographical combination is so

easily deciphered. No up-and-down or criss-cross or curly-cue lettering can accomplish what black on white will accomplish; that is, a message that can be caught at a glance just as we see four crows on a top fence rail and recognize the bird and the number without stopping to identify the species or to count them.

The manufacturer who does not get out a complete window display may make it profitable to get out a muslin sign for his goods, making these up in varying lengths so that the dealer who will use one may have one mailed to him in the length that is the best suited to the width of his window. Almost any country storekeeper will put one of these across the top of his window if he is interested in the goods—and if the sign can be got up he will become interested in the goods. Such signs should, of course, also be plain black letters on white ground. Nothing else is as good.

Most country storekeepers have had no opportunity to learn how to make show cards and window signs, and their efforts in that line are pretty crude. They hesitate to try to print a sign for the window because they know they cannot make a good one. On this account they will welcome ready-made window signs that are something more than a mere show card with a pretty but probably meaningless picture on it. If these ready-made signs are practical forms of silent salesmanship, they will be valued. They will be used until they are fly-specked beyond recognition. In this connection I believe that a plan by which a manufacturer would frequently send out a form letter or postal card offering to send a new sign or set of signs to replace the old and soiled ones would have the effect of increasing the dealer's interest in the signs and in keeping clean ones on exhibition. It is to the manufacturer's interest as well as to that of the retailer to have the window card advertising the goods look as fresh as the customer wants the goods to be.

## **The Great Diversified Industries of Worcester** (Mass.)

The Advertiser's insurance of a profitable field.

These industries employ skilled help which means men who have to be well paid and kept at work the year round.

This is the main reason of WORCESTER'S PROSPERITY—the wheels of industry are always going around.

The way to reach them is as plain as the way to Church—

Use the

## **Gazette**

Largest city circulation.

The paper that goes home.

*JULIUS MATHEWS, Representative.*

## **The Logical Advertising Medium**

for you, that is if you have anything to sell to the Canadian Baker or Confectioner, is the

## **Baker and Confectioner**

Because:—

It has nearly two thousand paid subscribers who comprise over 80 per cent of the purchasing power of these particular trades in Canada.

Get sample copy and advertising rates.

## **ACTON PUBLISHING CO. Limited**

Head Office.....Toronto, Ont.  
Montreal Office...Coristine Bldg.  
Chicago Office.....4057 Perry St.

## CO-OPERATIVE ADVERTISING

FACTORY, THE MAGAZINE OF MANAGEMENT

A. W. SHAW, PUBLISHER.

CHICAGO, Sept. 18, 1912.

Editor of PRINTERS' INK:

Can you refer me to articles published on the subject of co-operative advertising? I mean by this term the advertising done by a group of manufacturers or selling agencies handling the same class of material. I have in mind the possibility of advertising by the group of manufacturers of — and want to get in touch with all information on the subject.

M. B. LUM,

Manager, Advertisers' Service Bureau.

We publish this letter and our answer to it for a double reason. First, because of the widespread interest in the subject of co-operative advertising and because under the intelligent direction of well-informed advertising men it is destined to be extended into many new lines.

Second, because this case illustrates the usefulness of PRINTERS' INK and emphasizes to our subscribers the importance of keeping their files complete. An article which may not seem to have any particular interest for you to-day, may, in the course of six months or a year, prove to be of vital significance and furnish the solution to some puzzling and unforeseen problem.

### Subject of Article and Issue of PRINTERS' INK

Pineapple Growers—April 14, 1909.

Tile Manufacturers—Jan. 26, 1910.

(Review of campaigns, including Brick Makers, Brewers, Canners, Cattle Raisers, Lemon and Fruit Growers.)

Motor Cycles Interests—Feb. 2, 1910.

City of Des Moines—May 18, 1910.

Cranberry Growers—May 18, 1910.

City of Memphis—July 14, 1910.

Twenty-two Idaho Cities—Sept. 8, 1910.

Men's Wear Makers—Oct. 13, 1910.

Electric Vehicle Interests—Oct. 27, 1910.

Fountain Pen and Sectional Book

Case Manufacturers—Dec. 15, 1910.

Laundry Men (Editorial)—Feb. 2, 1911.

Export Trade—April 6, 1911.

Red Gum Lumber (News Item)—April 13, 1911.

Canners—April 13, 1911.

Rice Growers (News Item)—May 25, 1911.

Electric Dealers—Aug. 3, 1911.

Advertising Mediums in Co-operative Campaign to Promote the Sale of Their Own Space—Sept. 14, 1911.

Review of Several Campaigns Including Lumber and Communities—Sept. 14, 1911.

Seven States—Oct. 12, 1911.

City of Denver—Oct. 12, 1911.

Cypress Interests—Nov. 28, 1911.

Rice Growers—Feb. 1, 1912.

Drug Trade Interests—March 28, 1912.

Lumber Manufacturers—March 28, 1912.

## HOW CHALMERS GOT IT READ

It's one thing to write a booklet, and quite another to make another person read it. There are thousands of leaflets, helpful hints, factory guides, and "what-not's" published annually by the leading industrial companies of this country, that are consigned to the waste basket by their recipients as fast as the letter carrier brings them into the office. How to make the men for whom the booklets were intended actually read them was a problem that Hugh Chalmers, president of the Chalmers Motor Company, Detroit, set out to solve, and he succeeded beyond expectations. How he did it may be gleaned from the following account of his scheme:

The Chalmers Company had gotten out a book—"Story of the Chalmers Car." President Chalmers wanted all dealers to read this book carefully so that it might be used intelligently in promoting sales. So he dictated two letters. The first put members of his organization on their honor not to open the second until August 20. The second letter, sealed in a separate envelope, offered a new suit of clothes to the first two dealers who should read the "Story of the Chalmers Car" from cover to cover and send an affidavit to that effect. Postmarks on the envelopes containing affidavits were to determine priority.

Chalmers dealers throughout the country were all curiosity. One nailed the mysterious letter to his office wall so that he should not forget it. Fully half the dealers in the country sat up until midnight August 19, so that they might read the sealed message as soon as the clock announced the arrival of August 20.

Two such won the prizes. H. E. Frederickson, of Omaha, sent for a notary while he was reading the book. His affidavit was postmarked at Omaha at 1:30 a. m., August 20. L. H. Filiatcault, of Duluth, won the second suit of clothes. His affidavit bore a postmark of 5:30 a. m.

"The prizes were not the main issue, however," explained President Chalmers. "The big thing from our point of view is that every Chalmers dealer in the United States sat down August 20 and read that book from cover to cover. The contest made them do something which might otherwise have been neglected for months. Now every member of our organization has the big points of the 'Story of the Chalmers Car,' firmly in mind. The dealers realize the immense amount of information in this book and they will use both the information and the book consistently and intelligently."—*Automobile Topics*.

## OUTDOOR ADVERTISING BRINGS 115 PER CENT INCREASE IN A YEAR

SWITCH FROM DEMONSTRATION IN THE STORE TO OUTSIDE PUBLICITY WITHOUT ANTAGONIZING DEALERS—HOUSE TO HOUSE CANVASS IN LOS ANGELES AND SAN FRANCISCO BRINGS CALLS FOR 17,000 FREE CANS — BUSINESS MORE THAN DOUBLES IN A SINGLE YEAR AND STILL GROWING

When the retail dealer has come to expect a certain amount of a particular kind of co-operation, it is pretty hard to change to something else without incurring his antagonism. A good many manufacturers have hesitated to adopt what looked like a more profitable line of publicity because of threatened revolt among the dealers. The experience of the Workman Packing Company, San Francisco, in switching from demonstrations-in-the-store to outdoor publicity shows that while the dealers' attitude must be considered, it need not dominate the situation.

The predecessor of the Workman Packing Company had built up a fairly substantial and fairly steady demand for canned chicken tamales by means of demonstrations in the dealers' stores. The company would sell the retailer ten to twenty cases of the goods, with the promise of a demonstrator—practically an extra clerk for a certain length of time—to sell them for him. Usually the demonstrator stayed in a store for a week, and then moved on to the next store.

This worked well enough except that the dealers came to expect a demonstrator about every so often, and if left to push the goods themselves were not inclined to try to sell them at all. They thought that the company owed them a demonstrator—and since the concern did absolutely nothing else to help the dealer sell the goods the latter had a good deal of right on his side.

Moreover, from the company's standpoint, the demonstrator sys-

## Portland, Maine's, Dividends

Are mostly spent in Portland stores, deposited in Portland banks or put back into things that will increase Portland's prosperity.

To reach the people of Portland with your advertising use

## The Evening Express

Fifty per cent more circulation than two other Portland dailies combined.

## Sunday Telegram

Has the largest circulation of any Sunday paper.

*JULIUS MATHEWS, Representative.*

## Do retailers push your goods?

If not, I feel that I can get them to do so.

Five years ago I determined that dealer co-operation would be my special work and set out to get *real* experience. In this time I have trimmed more than 400 windows and have written at least 1,000 columns of retail copy. I have sold goods over the retail counter.

For two years I have conducted the dealer work for a large manufacturer, securing hearty co-operation from dealers in every state in the Union. My work has brought upwards of three hundred unsolicited letters from retailers commending the work done in their behalf. The house-organ used in this work has been ranked as one of the twelve best in the country; it has been widely quoted and the window suggestions copied by other manufacturers.

I believe that some progressive manufacturer can use my services to advantage. For perfectly good reasons I desire to make a change. I am young, married and full of enthusiasm—this is not the place to say more about myself. In New York now, will not go to the extreme West. Address "Dealer Co-operation," Box 15, care PRINTERS' INK.

## Ask any tenant in Cuyler Building

116-120 WEST 32d ST.  
119-123 WEST 31st ST.

and he will tell you the service is 100% efficient.

Two hundred feet west of Broadway, on main approach to Pennsylvania Station. In department store and hotel centre.

Rooms as small as 475 square feet. Four elevators for passengers exclusively.

### **Especially Desirable for Publishers and Advertising Agents**

Present Tenants include: Frank Seaman, Inc.; John Lane Co., Moffat Yard & Co., Encyclopaedia Britannica Co., etc.

**Loton H. Slawson Company**  
17 Madison Avenue New York

## A Profitable Investment

for every business is a year's subscription to

### **PRINTERS' INK**

The Journal for Advertisers  
No risks. Dividends payable weekly in ideas—number unlimited. Shares purchasable at any time—\$2.00.

### **PRINTERS' INK PUB. CO.**

12 West 31st Street  
New York

tem wasn't particularly satisfactory because it was so slow. The demonstrator was limited by the number of persons she could actually talk to, which was not a great many. And if a customer bought once and then forgot about it, there was nothing to remind her until the demonstrator worked around to her grocery store again. Still, during the first eight months of 1911 the company sold 224,880 cans of tamales. Then the present management took hold.

One of the first things C. H. Workman, president of the company, did was to consider advertising in ways which should reach more people than would be possible by the old demonstration method. It was necessary, of course, to use advertising which would satisfy the dealer as well as reach the consumer, for the dealer had been used to demonstrator co-operation and would be likely to resent its withdrawal. The advertising must be big enough and conspicuous enough to impress the dealer with the fact that he was not being left entirely to shift for himself.

Mr. Workman consulted with J. Chas. Green of the J. Chas. Green Company, San Francisco, and contracted for fifteen large painted bulletins, ten by fifty feet, placed in and around San Francisco at points where no retail dealer could possibly fail to observe them. The contract was placed December 15, 1911, and ran for four months.

Right here is where the first interesting comparison comes in. The figures for the first four months of 1911 show a sale of 104,880 cans under the old demonstration system. The first four months of 1912, under the new plan, 176,208 cans—an increase of 71,328.

In April, 1912, another contract was made which called for the posting of 100 eight-sheet posters in San Francisco and a like number in Los Angeles. At the same time a house-to-house demonstration campaign was started. A corps of canvassers went from door to door in both cities with a

recital of the merits, the cleanliness, the high quality, the convenience of I X L canned tamales. At the close of his talk the canvasser presented a coupon good for one full-sized can at any grocery store. The grocer filled in the coupon with the name and address of the customer, and redeemed it at the full retail price.

The result of the second four months—May, June, July and August, 1912—was the sale of 324,336 cans of tamales. The corresponding four months of 1911 showed a sale of but 120,000 cans.

A total of 17,000 coupons was redeemed, and deducting the cans used to fill those free orders, the first eight months of 1912 shows a total of 483,544 cans as against 224,880 during the same period the year previous, or a net increase of 115 per cent.

Mr. Workman writes to PRINTERS' INK as follows:

"The first fifteen days of September show a greater increase than any fifteen days of the preceding eight months, so there will no doubt be some interesting figures to show before 1912 is over."

#### APPRECIATED BY EDUCATIONAL COMMITTEE

THE MAC MARTIN ADVERTISING CO.  
OF MINNEAPOLIS.

Sept. 20, 1912.

Editor of PRINTERS' INK:

As chairman of the sub-committee on libraries of advertising of the educational committee of the A. A. C. of A. I want to thank you for the fine article on business books which you have published in the September 12th issue of PRINTERS' INK.

I am also sure that every member of the A. A. C. of A. appreciates the boost which you have given the first attempt of the educational committee to endorse a book on advertising. Just such editorials and articles seem to do more good than anything else.

I hope PRINTERS' INK will continually be interested in pushing this matter of libraries so that before the year is up we may be able to report at least a fifty per cent increase in the national circulation of books on advertising.

It is needless to say that your company has helped this committee more than any other company or individual so far.

MAC MARTIN.

## Twenty to Forty

Columns a day more advertising in the

# New Haven Register

than in any other New Haven daily. This demonstrates which paper gives the best returns to advertisers day in and day out. These returns are given because the REGISTER has the greatest circulation of any other New Haven Daily, and because it has the people who have the money to spend for what they see advertised in the REGISTER, the paper they have confidence in.

See that it is on your list, please, when you come in to Connecticut.

JULIUS MATHEWS, Representative.

## I'm Looking For A Small Agency

I want to get in touch with an advertising agency that I can buy out, lock, stock and barrel—

Or in which I can buy a substantial interest.

Don't care how small the organization is, providing it is on its feet and has full recognition from the Quoin Club.

Must be located in New York City.

In addition to having some money to put in an agency—and also some brains—I have some pretty good accounts. Two of them run over \$50,000 a year each.

State in first letter the amount of business you handle, the number, size and general nature of your accounts, the size of your organization, your service facilities, etc.

Address R. A., Box 15, care Printers' Ink.



# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203. Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Philadelphia Office: Evening Bulletin Building. THEODOR E. ASH, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ROMER, Editor.

New York, October 3, 1912

## Printers' Ink Takes Own Medicine

PRINTERS' INK has always advocated publicity in business. There is no reason why what we advocate for others should not apply to ourselves. A successful business has no skeletons in its closet. If it has, then its day of reckoning is simply postponed.

The Congress of the United States of America has passed a peculiar law. It went through at the eleventh hour as a rider on the Post-office Appropriation Bill. Distinguished legal authorities say it is unconstitutional. Even Postmaster - General Hitchcock and Attorney-General Wickersham oppose it. Nevertheless, it is the law. And it is a publicity law. Why should a publicity journal object to publicity?

Here, therefore, is PRINTERS' INK's compliance. If the Government of the United States would like to know what is our bank balance, how much we pay for white paper, and how much

salary our editor draws, that information also shall be forthcoming. The new law requires the publication of the following information—although we have chosen to go somewhat beyond the exact legal requirements.

STATE OF NEW YORK } ss:  
COUNTY OF NEW YORK }

On this 30th day of September, 1912, before me personally appeared John Irving Romer, to me known, who being duly sworn deposes and says:

I solemnly swear that the editor of PRINTERS' INK is John Irving Romer, the managing editor is Lynn G. Wright, the business manager is J. M. Hopkins, the publisher is Printers' Ink Publishing Co., incorporated under the laws of New Jersey, the salaried editorial staff is composed of Charles W. Hurd, Roy W. Johnson, Laurence W. Griswold, E. Munson Hunt and Thos. J. O'Kane. That S. Roland Hall, of Scranton, Pa., conducts the Little Schoolmaster Department and that we have various correspondents and contributors in many different cities.

That our treasurer and vice-president is Richard W. Lawrence, our office manager is David Marcus, our circulation manager is Sherman W. Reardon, our advertising manager is J. M. Hopkins, and our assistant advertising manager is L. A. Gillette. That we have a salaried staff of twenty-two people.

That the only stockholders holding 1 per cent or more of the total amount of stock of the above corporation are John Irving Romer and Richard W. Lawrence.

That there are no bondholders nor mortgagees, nor any persons because of pecuniary or other interests, of any nature whatever, who are in position to influence the editorial attitude of this journal. That there are no securities or obligations, direct or implied, against this company excepting the current monthly bills which are invariably paid on the tenth of each month, and certain notes belonging to Mrs. Jennette R. Rowell, widow of the late George P. Rowell, founder of PRINTERS' INK and former owner of the property—said notes not having yet matured and having been given to Mrs. Rowell in payment for preferred stock which she held until December 1, 1910, the common (or voting) stock having been purchased for cash prior to that time. That beyond this, we are not borrowers at any bank, nor of any individual, directly or indirectly, and that there is not the slightest affiliation or connection on the part of the officers of this Company or its employees which could affect the independence of action of this journal.

JOHN IRVING ROMER.

Subscribed and sworn to before me this 30th day of September, 1912.

CHARLES C. LINK,  
Notary Public. 60/3100

My commission expires Mar. 30, '13.  
Notary Public No. 141, Kings County.  
Certificate filed in New York County.

Of course it is a foolish law. Nevertheless, it is a law. We trust that all publications will find it as convenient as PRINTERS' INK to comply with all of its requirements.

PRINTERS' INK is exempted on one point—and a very important point—the matter of circulation. The law requires that "in the case of daily newspapers there should be included in such statement the average of the number of copies of each issue of such publication sold or distributed to paid subscribers during the preceding six months."

Why apply such a law to daily newspapers alone? Is that not class legislation? If it is a wise regulation, should it not apply to all publications equally? Why should such a law be directed at the *Chicago Tribune*, the *New York Times*, the *San Francisco Examiner* and not at *Everybody's Magazine*, the *Dry Goods Economist* or PRINTERS' INK? We will not attempt to argue the wisdom of the law. We simply assert that, for ourselves, we desire to claim no exemption, and that in all fairness what applies to daily newspapers should apply equally to weekly and monthly publications. Last year PRINTERS' INK was audited by the American Newspaper Annual and Directory. Their audit for nine months of 1911 showed an actual average for this publication of 8,023 copies per issue, and a net cash paid percentage of 97.73. It was the smallest circulation of any publication investigated by this directory. But the audit showed that *what we did have was all there*, and that there were no "ifs" or "ands" about it. For the first nine months of 1912 the actual average of copies printed and circulated of PRINTERS' INK was 9,081. We have filed our affidavit at the New York Post-office as required by the law, and have now also published it in our own columns, as required by the law. If there is any additional information the United States Government would like about the details of this business, we stand ready to supply it, even though it

should involve the disclosure of whether we employ black or white scrub-ladies.

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PRINTERS' INK says:

*Some men spend so much time defining efficiency that there is none left in which to be it.*

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### **Small Ad Club Problems Once More**

With the opening of the season for ad-club meetings comes up again the interesting and usually troublesome question of what shall be undertaken in the way of educational features. The problem in the large advertising centers is problem enough, for there the interests are so diversified as to make it difficult to carry out programs that are interesting and helpful to all.

But in the small city the problem is a more difficult one. There the advertising club is made up largely of retailers, with the newspaper publisher, his circulation manager, the business-school proprietor, and perhaps a lawyer and other prominent men in the membership. In such clubs advertising is usually looked on as mere copy-writing; the business-promotion idea is not grasped.

These small clubs find it difficult to carry out any educational outline that the national association may suggest. For example, last season a small Eastern club attempted to have a real-estate evening according to the outline that had been laid down by the education committee of the associated clubs.

No one of the local advertising men had particular experience in the advertising of real estate. The real-estate men of the city were reluctant to take part. They either knew little about real-estate promotion or were afraid to give away the little they did know. And so the real-estate evening turned out to be a failure.

The problem may be partly solved by having a very aggressive

sive educational or feature committee, which will ferret out from among local business men those who really know something of some form of business promotion, and who can be persuaded to come around and talk about the subject in the easy style in which one would talk over a luncheon table.

In the city mentioned above there were some very successful evenings managed along the following lines: the advertising man of a local credit store was asked to come up and talk about the particular methods that his store had to adopt in its advertising and selling practice. This opened a very interesting discussion. On another evening the leading piano dealer of the city was invited to come up and tell his troubles. He had plenty of them, and his talk paved the way for very profitable exchange of views. The advertising men present undertook to lay out a campaign to meet the needs of the piano dealer. Then a local circulation manager told of his experiences in promoting circulation, in employing and training boys. This was close enough to the work of most members of the club to be interesting to all.

In other words, the experience of those who have had much to do with the running of small clubs is that the club can go on in its career of usefulness only by developing local talent, by getting men to see that the everyday problems of promotion come within the range of advertising, by encouraging them to talk on their feet, and by striving to increase the spirit of co-operation.

The out-of-town speaker is a good thing now and then to draw a large crowd, but it isn't well for the club to count on too much from him unless it has had private information that he has a valuable message.

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PRINTERS' INK says:

*Before starting out to knock a competitor it is wise to find out, if possible, just why he is getting the business.*

### **Making To-Morrow's Prospects**

If there had been a pessimist at the head of the Samuel Cabot Company, whose problems are described by Paul T. Cherington in this issue of PRINTERS' INK, he would probably have regarded the affairs of the company in the same light as the lone Klondike miner regarded his fate. The miner had come to the end of his resources with the exception of a single tallow candle, and with a keen appreciation of the dilemma in which he was placed he remarked: "If I don't eat the candle I'll starve to death, and if I do eat it I'll freeze to death!"

The "thinness" of the market for shingle stains might have moved the pessimist to paraphrase the miner's remark with reference to advertising them, but fortunately someone in the concern appreciated the fact that the advertising of to-day makes the prospect of to-morrow. A great many more people will build houses "sometime" than are actually engaged in building now, and while the market is thin with respect to the immediate moment, it bulks pretty respectably large during a period of years. Instead of being a situation in which the company "couldn't afford to advertise," it was a case where it simply couldn't afford not to.

There are many commodities which a majority of men are going to want at some particular time during their lives. It is a question of reaching these men and keeping them reached until the time comes. The advertiser who sneers at a publication because it reaches "a lot of school children" may be missing his best chance at them after they have grown into something else.

---

PRINTERS' INK says:

*Telling the prospect how foolish he is may ease your mind, but don't expect him to agree with you.*

---

Arrangements have been made for starting Bull Moose newspapers in Buffalo and Cincinnati.

# Associate Your Name With the Fame of the "Great White Way"

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An advertiser put a big sign up on Broadway the other day, and within two weeks had received letters from friends in San Francisco, Denver and Seattle indicating that they had heard of it.

Visitors to New York always talk about the wonderful display of electric and painted signs when they get back home. It's the one great sight of the Metropolis that is not duplicated the world over.

Here are a few showings of Painted Bulletins, illuminated at night by electricity, *day and night value*, now available.

*FIVE BIG DOMINATING SIGNS*—one in each prominent "Square" along Broadway (averaging 700 square feet each), total cost.....\$1,250 a mo.

*FIVE SIGNS*—averaging 300 square feet each, at prominent corners from 14th to 47th Streets, total cost..... \$600 a mo.

*THREE SIGNS*—in the busiest shopping centers (Union Square, Herald Square and 125th Street), total cost..... \$250 a mo.

We will be glad to send photographs and further particulars.

**The O.J. Gude Co., N.Y.**

Broadway, Twenty-second Street and Fifth Avenue  
New York City

## TRADE PRESS ASSOCIATION DISCUSSES VITAL QUESTIONS

PUBLISHERS AT NIAGARA FALLS  
CONVENTION DEBATE PROBLEMS  
FACING DEVELOPMENT OF TRADE  
PRESS—MANY ABLE SPEAKERS ON  
THE PROGRAM—THE EDITORIAL IN-  
DEPENDENCE OF TRADE JOURNALS

The seventh annual convention of the Federation of Trade Press Associations in the United States was held Thursday and Friday, September 26-27, at Niagara Falls, N. Y.

The five members of the federated association—the New England, the American, the Philadelphia, the Chicago, and the St. Louis-Southwestern—all sent representatives. These officers were elected for the ensuing year:

President, H. M. Swetland (president, Class Journal Publishing Company, New York).

Vice-president, Elmer C. Hole (manager, *American Lumberman*, Chicago).

Secretary-treasurer, Edwin C. Johnston (publisher, *American Exporter*, New York).

The convention opened on the morning of September 26, with an address by the Hon. O. W. Cutler, Mayor of Niagara Falls, which was followed by a response for the association by Henry G. Lord, of Boston, a member of the Postal Committee. Allen W. Clark, publisher of the *American Paint & Oil Dealer*, St. Louis, presided at the morning session. The speakers at this session were O. C. Harn, advertising manager of the National Lead Company, New York, and president of the Association of National Advertising Managers, and Charles G. Phillips, of the Root Newspaper Association, New York.

Mr. Harn's address will appear in part in next week's issue of *PRINTERS' INK*. He spoke on "Trade Journal Ethics and Editorial Policy." Mr. Phillips' talk was on the "Permanency of Trade Paper Values."

Trade paper values, Mr. Phillips said, were, first, a money value to the subscriber because of

the profitable facts and instruction furnished; second, a consequent value to the advertiser; and third, a consequent value to the owner. Continuing, he said in part:

Not only is the trade paper making progress in relation to the *trade or industry with which it is directly allied*; its *general scope* also is expanding.

To a certain degree, it is supplementing, if not taking the place of, the daily newspaper. This is especially true of the smaller centers. Many business men are depending for their views on broad questions affecting general business legislation, finance and other matters upon the trade paper. Their local newspaper either does not touch upon these subjects at all or treats them inadequately and without due knowledge. The business man, moreover, feels a degree of confidence in his trade paper which he does not give to the daily—even to the dailies of the large centers. He knows that his trade paper treats a subject from a broad, *business* standpoint. Moreover, he usually knows members of the management and of the editorial staffs. He knows that they are men of business training, and he feels pretty sure that they have given careful consideration to the subject under discussion. Many a merchant has told representatives of the *Economist* that he prefers our editorials to those in the newspapers of the large centers.

One reason for this is that he believes in the *independence* of his trade paper. He knows that it has no political affiliations, that it is free from the control of big interests; and more especially, if it be a trade paper which represents through its advertising pages a greater or less number of *diversified* interests, he knows that the trade paper must, of necessity, discuss large questions *without bias*. For example, what is good for the importer may be otherwise for the manufacturer, and vice versa. What may be good for the wholesaler may be otherwise for the retailer, and vice versa.

Apart from this phase, however, many trade papers to-day *can afford to be, and actually are*, in their editorial policy, wholly *independent of the counting room*. This is a result of the growth of the advertising idea, and the greater tendency of the progressive trade paper management to seek advertising not as a favor, but with a view of *producing results*.

John Clyde Oswald was chairman of the Thursday afternoon meeting. The speakers at this session were W. J. McDonough, general manager of the *Dry Goods Reporter*, Chicago; F. J. Trezise, associate editor of the *Inland Printer*, Chicago, and J. C. McQuiston, manager publicity department, Westinghouse Company, Pittsburgh.

Mr. McDonough presented tersely his views on "Training Advertising Representatives." Mr. McQuiston and Mr. Trezise spoke on the "Typography of Advertisements and Art in Advertising." Extracts from Mr. McQuiston's address will appear in next week's issue of PRINTERS' INK.

At the dinner on Thursday evening, held at the International Hotel, Mr. Swetland, who was latter elected president of the association, acted as toastmaster. The speakers were: Col. J. B. McLean, the Toronto publisher, and R. C. Jacobson, publisher of *Hide & Leather*, Chicago.

At the business session, held Friday morning, the first address was that of Harry A. Wheeler, a member of the Hughes Postal Commission, and recently chosen president of the Chamber of Commerce of the United States. Mr. Wheeler outlined in detail what the work of the new organization of which he is head is to be, and his address was highly interesting.

The address of E. R. Shaw, retiring president of the association, had to do with the work of the Postal Committee.

At the Friday morning session, also, were delivered the addresses of George O. Glavis, of the *Automobile Trade Journal*, on "Building Circulation" and M. C. Robbins, general manager of the David Williams Company, New York, on "Stopping Leaks in Circulation." Both these addresses, in part, appear in this issue of PRINTERS' INK.

At the business session, various reports were read, among which was that of the retiring secretary, Henry Lee, of the *Railway Age Gazette*, who stated that the total membership of the association is 248, an increase of thirty-six over last year. The committee on resolutions made reports concerning the suggestions of the Vigilance Committee of the Advertising Men's League in regard to a conference between the association and the league to discuss proposed acts to prevent fraudulent circulation statements, and a resolution to this effect was adopted.

## PUBLIC SALE

### Valuable Machinery

OF

### Lithographing Plant

Formerly operated by E. P. and L. Renstein and Louis Renstein

NORTHEAST CORNER OF  
Seventh and Dickinson Sts.  
Philadelphia, Pa.

Monday, October 14, 1912  
at 10 A. M.  
ON THE PREMISES.

Comprising United Machine Co.'s Automatic Bronzer, 2 Emmerich & Vonderlehr Bronzers, Fuchs & Lang Stone Planer, 10 Potter & Hoe Lithograph Cylinder Stone Presses, 10 Transfer and Aluminum Plate and Transfer Presses, 2 Seed Bag Machines, 3 Colt's Embossing Presses, 4 Stamping Presses, Seybold and Brown & Carver Paper Cutters, Wire Stitchers, Punching and Eyeletting Machines, Belting, Shafting, about 10 Tons Printed Matter, Office Furniture, Safes, &c.

Also—800,000 Lbs. German Lithograph Stones.

Sale Conducted Under the Management of  
MAJOR H. PARKE

ARTHUR G. DICKSON, Esq.,  
Attorney-at-Law, Offices, Bullitt Building, 133 S. Fourth Street, Phila.

Catalogues on application to  
JAMES A. FREEMAN'S SONS  
Auctioneers  
S.W. Cor. Twelfth & Chestnut Sts.  
Philadelphia, Pa.

## The Little Schoolmaster's Classroom

As the Schoolmaster read the following, which occupied a leading position on the editorial page of a recent issue of the *Ohio Farmer*, he was forcefully reminded of the great change that has taken place in the last few years with respect to consistency between editorial and advertising departments:

In this issue on page 18 we are publishing a political advertisement. We understand that every farm paper of any importance will publish the same. The fact that the advertisement appears, just as any other legitimate advertisement may be published does not indicate any editorial endorsement of the statements that it makes. We are publishing this paper for the joint use of readers and advertisers, and advertisers are always permitted to make their own representations so long as they use proper language and honestly present their goods. Any of the other political parties are at liberty to use our columns, at regular space rates. Our readers can be interested in this advertising or not as they choose, as it has no connection with, or influence upon, our general editorial policy.

\* \* \*

Yes, the designer of the Marshall-Jackson advertisement here reproduced certainly succeeded in producing something that has the "different look." But the "differ-

ent" appearance is apparently without purpose or good result; the advertisement is just different—only that and nothing more. After all, it is comparatively easy to work in rules, panels and to make an advertisement look different from other advertisements. But will the unusual appearance bring more of the kind of attention that counts? Will the advertisement be more easily read? These questions seem to be neglected by many who "do stunts" in laying out advertisements. The matter contained in this Marshall-Jackson advertisement would be more attractively set forth if centered with a surrounding margin of the white space and the simple parallel-rule border. Such an arrangement would not be extraordinary but it would have more in its favor than the conglomerate arrangement shown.

\* \* \*

The following is quoted from one of the foremost retail advertising men of the country:

I remember standing in a piano store and listening to a working woman as she talked to a salesman. The thing that she was saying was that she had to work all of her life since she was sixteen years old, and her husband had had to work all of his life, and they hadn't had any advantages. They themselves had missed, but they had a daughter Mary, and Mary was sixteen years old now. Times were better—they had money in the bank, and they were just going to buy a piano to make Mary a lady.

There was my fundamental for 150,000 workmen and women in that city, and I went back to my desk and wrote till my fingers ached and the gist of it all was "to make Mary a lady," to give her the opportunities they had missed. I think I even forgot to mention the price, but we sold pianos from one end of that working district to the other, sold them as we had never dreamed pianos could be sold, because we were merchandising heartbeats and not so many pounds of ivory and wire.

Granting all that may be said in favor of good descriptions of merchandise, it is certainly true, as this retail man says, that we fail to do the most effective publicity work if we fail to hunt for and use the appeals to sentiment and emotion. Probably the proportion of purchases made as the result of cool dollars-and-cents reasoning is much smaller than it is

|   |  |   |
|---|--|---|
| <small>ADVERT FOR<br/>NATIONAL BOOK CASES</small><br><br><small>FILED APPLIANCES</small> | <b>FREE</b><br><b>OFFICE<br/>EQUIPMENT<br/>CATALOGUE</b><br><small>TO ANY BUSINESS HOUSE IN<br/>ILLINOIS, INDIANA, MICHIGAN, WISCONSIN AND IOWA<br/>REQUERS FROM OTHER STATES MUST BE ACCOMPANIED BY 25 CENTS</small><br><b>MARSHALL-JACKSON COMPANY</b><br><b>OFFICE OUTFITTERS</b> | <small>ADVERT FOR</small><br><br><small>POCKET SEWING MACHINES</small> |
| <small>ADVERT FOR</small><br><br><small>Horse-drawn Plow</small>                         | <b>24 AND 26</b><br><b>SOUTH CLARK STREET</b><br><b>CHICAGO</b>  | <small>ADVERT FOR</small><br><br><small>Horse-drawn Plow</small>       |

A "DIFFERENT" AD BUT WITHOUT GOOD PURPOSE

ent" appearance is apparently without purpose or good result; the advertisement is just different—only that and nothing more. After all, it is comparatively easy to work in rules, panels and to



commonly supposed to be. Pride, vanity, love, fear, and all the remainder of the long list of human instincts and emotions are continually swaying us. He who does not try to fathom human nature will never reach the high mark of his calling, whether it be selling face-to-face or by means of printed word and picture.

\* \* \*

The bonus system of compensating salesmen and correspondents has its good points and its weaknesses. The fact that extra

sales mean extra compensation is a constant temptation to overstate and to work the customer hard. The Schoolmaster was reminded of this recently by seeing a complaint from a customer who quoted the language used in making the sale to him and then showed very clearly that the article sold was not what was claimed. Of course, complaints that come up for attention can usually be adjusted, but not all come to attention, and the unadjusted complaint is an undermin-

## Rapid Electrotpe Company of Canada Montreal

☞ In our Pattern Room your patterns are kept in perfect condition,—repeat orders are thus carried out on the shortest notice.

☞ We will ship your plates to any part of Canada in time to catch insertion dates.

☞ Express prepaid—Packing at cost. Are you interested?

Write For Prices

# 1847 ROGERS BROS.

*"Silver Plate that Wears"*

The famous trade mark 1847 ROGERS BROS. guarantees the *heaviest* triple plate.



CROMWELL  
PATTERN

Guaranteed by  
the largest makers  
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.  
Successor to Meriden Britannia Co.

NEW YORK    CHICAGO    SAN FRANCISCO



## NOT FULSOME PRAISE

The following letter will interest every general advertiser:

Chicago, Monday, September Sixteen,  
Nineteen Twelve.

JANESVILLE GAZETTE,  
Janesville, Wisconsin.

Gentlemen: I am in receipt of your favor of the 13th regarding the advertising of Black Silk Store Polish. The results obtained last year were so satisfactory that we decided to continue your paper and use it exclusively in Janesville. We are sure the results this year will prove equally satisfactory and wish to thank you for your courtesy in the matter, which only confirms the high opinion I have had of your publication.

Very respectfully,  
TAYLOR-CRITCHFIELD COMPANY,  
C. H. PORTER, Treasurer.

CHP/5

For further information, rates, circulation statement, circulation map, etc., write

THE JANESVILLE DAILY GAZETTE, Janesville, Wis.

|              |  |               |
|--------------|--|---------------|
| A. W. ALLEN  | Western Representative<br>1602 Tribune Bldg. | Chicago       |
| M. C. WATSON | Eastern Representative<br>Flatiron Bldg.     | New York City |

Read and  
believed in, by the  
most responsive buying  
element in the rural com-  
munities of the pros-  
perous Northwest.

ST. PAUL, MINN.

Weekly Volkszeitung  
Grint. Cir. 20,000. Rate 4¢ Line

### "TRY IT OUT" IN AURORA, ILL.

BECAUSE—The Aurora Beacon-News is the only daily in a community of over 80,000.

BECAUSE—It goes into 95% of all the homes in Aurora, Ill., and into 80% of all the homes in the surrounding suburban territory.

BECAUSE—This is an average community and will cost only .023 per inch per 1,000 of circulation or .0041 per 1,000 of population to cover completely.

Get our Dope Sheet and data about the paper and its field.

Beacon-News, Aurora, Ill.

### INLAND ADVERTISING AGENCY

C. L. Watson, President

501 McCORMICK BLDG., CHICAGO

Complete selling plans, Newspaper and Magazine Advertising, High Class Catalogs and Booklets. Let us send you "Demonstrations," our monthly visitor.

ing force full of danger. A broad guarantee of satisfaction or money refunded, if strongly advertised, is one good check against the danger.

\* \* \*

The following is an extract from an article on correspondence in the current issue of a business magazine:

"Think of the attitude of a prospect who reads a letter which tells him that it is written to him personally, and then sees that the fill-in does not match, and that the signature is printed. Any confidence he may have in the concern that issues it is immediately blighted; through the medium of its letters the concern stands self-convicted of insincerity and deception.

"But there are ways by which form-letters can be produced by the thousands, filled in and so handled that even the most thorough scrutiny will not reveal their duplicated origin."

How long will the advertising world go on with its head in the sand in this matter? Of course, among persons who receive little mail there are many who think that letters printed in imitation of typewriting are in original typewriting, but the general business world is well educated in this letter matter now. It certainly is not true that form letters can be so produced and filled in that the "most thorough scrutiny will not reveal their duplicated origin."

The people who are receiving dozens of soliciting letters every week can tell the printed letter from the one in original typewriting with great ease, as a rule. They do not always regard the filled-in name as an attempt to deceive, but probably look on it, in most cases, as one of the conventionalities. The writer of the quoted paragraph scores a good point when he warns against putting in statements about letters being personal when they are printed. But it is doubtful that the following suggestions by him will help matters:

"From a typographical standpoint, too, most form-letters are

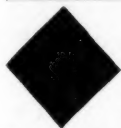
too perfect. Errors or obvious corrections will usually be found in the work of even the most skilled typist. One concern makes a point of having at least two slight errors in each of its form-letters, such as a space before a comma, one letter typed over another, or two words run together."

The truth is that all these little details are of secondary importance. We do not see the strong message in every mail, but when a strong message is produced it will get its reading without intentional errors or typographical imperfections. The principal trouble in getting letters read is that usually there is lacking the strong idea that commands a reading.

#### PREPARING PARCELS POST STAMPS

When the new parcels post system becomes operative on January 1, twelve new stamps will be placed on sale in post-offices for affixing to packages. These stamps will be larger than the ordinary postage stamps.

The twelve stamps will be issued in three series of designs. In the first series modern methods of transporting mail will be illustrated. Postal employees will be shown at work in the second series. The third series will represent four industrial zones, showing the principal sources of products that will be transported most extensively by parcels post.



The attention of agents and advertisers is called to an exceedingly interesting article on ART IN PUBLICITY written from the consumers point of view, fully illustrated, appearing in the October issue of

#### THE BOOKMAN

4th Ave. and 30th St.  
NEW YORK

Sample Copies  
on request.

The German Weekly of National  
Circulation

**Lincoln Freie Presse**

LINCOLN, NEB.

Circulation 128,384. Rate 35c.

## Commercial Artist Wanted

A large concern, extensive user of catalogs and booklets, desires the services of a commercial artist of the highest type. Such a man must be resourceful in ideas, capable of executing cover designs for booklets, laying out fashion pages for large catalog and doing such designing and lettering as is required to make our printed matter effective. Habits must be beyond reproach. We have plenty of work for a high-class man. If you are employed and desire to better yourself, let us hear from you provided you can meet the above requirements. Good references requested. Address

**"E., Box 14  
Printers' Ink**

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENTS

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER, Charlotte, N. C.,** covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

### AD. WRITERS

**DESIGNS VERY PRETTY, clever copy,"** he wrote. **COPY SERVICE**—Writing and Illustrating (only)—on piece work basis. 12 years' Agency and Magazine N. Y. experience. **A. G. WONFER, 31 Clinton St., Newark, N. J.**

### BUSINESS OPPORTUNITIES

**CHANCE FOR GOOD COPY WRITER** to take a financial interest in small but growing advertising agency of good reputation. Recognized by the Quoin Club. Address, Box 177, care of Printers' Ink.

### Some Man with \$3,300

can buy my 469 acre stock farm. Need money—no better investment in state. Near railroad, mineral spring. Other particulars. **DUNNING, Aulander, N. C.**

### FOR SALE

**Eight Page Goss Perfecting Press** with STEREOTYPING OUTFIT. Is in excellent condition. **JOURNAL PRINTING COMPANY, Racine, Wisconsin.**

### HELP WANTED

#### Advertising Solicitor

who can obtain advertising for special publication reaching 100,000 New England and New York Farmers. An unsurpassed advertising medium. Capable solicitor can have exclusive representation. Liberal commission basis. Should earn \$500 to \$1000 in month's work. State experience. Box 196, Burlington, Vt.

### MAILING LISTS

**PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service.** Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau, 35 Montgomery St., San Francisco, Cal.**

### NAMES FOR SALE

**\$1.50 for 80,000 Names and Addresses** including 20,000 business firms (classified). Particulars free. 609 East Fourth St., Los Angeles, Cal.

### POSITIONS WANTED

**COMMERCIAL Designer and Letterer** wants piece work. Sketches and estimates free. **Williams, 29 Torrey St., South Weymouth, Mass.**

**SOME** busy advertising manager needs my service if he is looking for a young man who is a hard, energetic worker, understanding printing, engraving, layouts, etc., and tending to detail work. Five years' experience. References furnished. Moderate salary. Address, **H. M. B., Box 323, care of Printers' Ink.**

**CAPABLE COPY MAN** seeks wider opportunity in opening with progressive agency or as assistant to advertising manager. Energetic, reliable, experienced; age 32; highest references. Address, "M. E.," Box 322, care Printers' Ink.

## Correspondent (Philadelphia)

who believes in following a prospect to the last ditch, but in eliminating waste in handling routine. Reads Spanish. Box 318, Printers' Ink.

**STENOGRAPHER**—Young lady with nine years' experience in advertising line desires to connect with advertising or publishing house. Can furnish best references. Address, COMPETENT, Box 315, care of Printers' Ink.

I AM searching for a vacancy in the advertising field. Five years' experience. Well posted on printing, engraving, layouts, magazine production, etc. I am young, just 23. Salary, \$1,800. Best recommendations. REX, Box 324, care of Printers' Ink.

**AMBITIOUS YOUNG MAN**, 26, with thorough knowledge of practical printing type and layouts, and familiar with advertising principles, is anxious to secure position under advertising or sales manager. Experienced traveling salesman. Try me. B. G. W., 109 Fourth Ave., Newark, N. J.

## DO YOU NEED A HIGH GRADE MAN

who possesses tact, energy, executive ability, and is a good correspondent? Has buying and selling experience; well posted on printed matter; a student of Advertising. Office Manager three years; Assistant Superintendent several years. High credentials. Am looking for broader opportunity. RELIABLE, Box 321, Printers' Ink.

**COPY Man**—Experienced writer of convincing, natural English. Practical knowledge of printing, engraving, photography, stock, color and ad-typography. Draw well enough to clearly express illustrative ideas. Suggest window-trims, originate dealer-helps, selling plans and edit house organ. Specialty familiar with copy for automobiles and accessories. Would consider part time proposition. Married. Age 28. Getting \$1800. Want more. L. J. J., Box 320, Printers' Ink.

## The past few years of my life

have been spent with a most successful house where I have gained sufficient experience in creative and promotive work to qualify me to join your staff and help increase your sales. Tell me your proposition in or near Philadelphia and let us talk it over in detail. 32 years old. Married. In love with salesmanship. Address, "1912," Box 317, care of Printers' Ink.

## In or Near Philadelphia

a position requiring promotive ability awaits a man of my type. My knowledge and experience has been gained by helping solve the daily problems for forceful, practical men, acknowledged as leaders in their respective lines. My working knowledge of advertising, salesmanship and correspondence should make me valuable where promotive and creative ability is needed. Not a know-it-all, but an ordinarily intelligent man of 32 with certain ideas and ambitions. Correspondence confidential and in detail. Address, "1912," Box 316, care of Printers' Ink.

## PUBLICATIONS WANTED

**MY SPECIALTY** is representing Trade and Class Journals in the New England field. Would add one more strong publication that does not conflict with present list. Address, "TRADE-PAPEK," Box 319, care Printers' Ink.

## Copies of Printers' Ink Wanted

File of Printers' Ink for 1910 and 1911 wanted immediately. Write J. F. Vernet, Viadivostok, Russia, giving price including postage.

## PRINTING

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. THE WINTHROP PRESS, 60 Murray St., N. Y.

## PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

# Printers' Ink

## A Journal for Advertisers

¶ If you are getting more than \$2 a year in value out of PRINTERS' INK, you can square accounts with us by recommending some of your friends to subscribe.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



**PRINTERS' INK's** Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama. Montgomery, *Advertiser*, net av. year 1911, Dy. 17,569; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## ARIZONA

Phoenix, *Gazette*. Average June, 1912, 6,238 daily. A. A. A. ex. regularly.

## CALIFORNIA

San Diego *Union*. Sworn circulation, July, 1912, Daily, 10,967; Sunday only, 10,729.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,801; 1911, 7,892.

Meriden, *Morning Record & Republican*. Daily av.: 1909 7,709; 1910, 7,898; 1911, 8,085.

New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) 19,154 daily, 2c.; Sunday, 15,108, 5c.

Norwalk, *Evening Hour*. Average circulation 1911, 3,645. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, 7,818; Sunday, 7,889.

## DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 64,184 (60). Carrier delivery.

## ILLINOIS

Chicago *Examiner*, average 911, Sunday 841,623, Daily 216,698, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Polish Daily News*. Year ending May, 1912, 14,094; May average, 14,705.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 6,327.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 6,114.

Peoria, *Evening Star*. Circulation for 1911, 21,149.

## INDIANA

South Bend, *Tribune*. Sworn average Aug., 1912, 12,542. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance."

Des Moines, *Register & Leader* (av. '11), 35,263. *Evening Tribune*, 20,316 (same ownership). Combined circulation 55,579—35% larger than any other Iowa paper.

Washington, *Eve. Journal*. Only daily in county. 1,936 subscribers. All good people.

Waterloo, *Evening Courier*, 54th year; Av. dy. 6 mos. to July 1, '12, 8,731. Waterloo pop., 29,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,966.

## LOUISIANA

New Orleans, *Item*, 1st 6mo. 1912, daily ave. net, 43,870. Sun. ave. net, 40,744. A. A. A. examination.

## MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,873. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,626. Sunday *Telegram*, 13,018.

## MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For Aug., 1912, 74,708.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 104,614—Dec. av., 137,178.

Sunday 1911, 323,147—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,041 lines

Gain, 1911, 447,963 lines

2,227,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

Advertisement

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Greatest July of the Boston Post. Circulation averages: *Daily Post*, 411,131, gain of 57,953 copies per day over July, 1911. *Sunday Post*, 333,786, gain of 36,120 copies per Sunday over July, 1911.

Boston, *Herald and Traveler-Herald*, all-day circulation over 300,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. 3,406. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 18,839; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1911, 18,871.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

### MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 30,000.

Jackson, *Patriot*, Aver. year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

### MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,337.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 32,303. Daily average circulation for Aug., 1912, evening only, 80,713. Average Sunday circulation for Aug., 1912, 84,146.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,586. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.

### MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,839.

### NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,350 daily average 1st 4 mos. 1912.

Camden, *Post-Telegram*. 10,416 daily average 1911. Camden's oldest daily.

Trenton, *Evening Times*. 1c—'07, 20,270; '08, 21,526; 2c—'09, 19,062; '10, 19,338; '11, 20,118.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,381. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 80,368; *Enquirer*, evening, 89,893.

Buffalo, *Evening News*. Daily average 1911, 94,794.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,237.

### NEW YORK CITY

**The Globe** Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Jan. 1, 1912, to June 30, 1912, 127,996. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Lietcy. Actual Average for 1911, 20,317. Benjamin & Kentnor, 225, Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75¢ "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Utica, *National Electrical Contractor*. mo. Average for 1911, 2,626.

### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,129; Sunday, 128,191. For Aug., 1912, 110,906 daily; Sunday, 132,389.

Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

### PENNSYLVANIA

Erie, *Times*, daily. 21,875 average, Aug., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 86,663; the Sunday *Press*, 174,272.

Washington, *Reporter and Observer*, circulation average 1911, 12,623.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 16,349. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, 18,401 net, sworn. A. A. A. examination.

Williamsport, *News*, eve. Net av. 9523, June, 1912, 9783. Best paper in prosperous region.

York, *Dispatch and Daily*. Average for 1911, 18,627. Covers its territory.

### RHODE ISLAND

Newport, *Daily News*, (evening) 66th year. Covers field. Circulation for 1911, 4,408.

Pawtucket, *Evening Times*. Average circulation for 1911, 20,297—sworn.

Providence, *Daily Journal*. Average for 1911, 32,067 (©). Sunday, 32,688 (©). *Evening Bulletin*, 20,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,448.

### SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1911, 8,239.

Columbia, *State*. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 19,528. August, 1912, average, daily, 20,986; Sunday, 20,956.



## VERMONT

*Barre Times*, daily. Only paper in city. Av. 1911, 5,754. Examined by A.A.A.

*Burlington Free Press*. Examined by A.A.A. 8,988 net. Largest city and state.

## VIRGINIA

*Danville The Bee* (eve.) Aver. Aug., 1912, 8,204. *The Register* (morn.), av. Aug., '12, 2,987.

## WASHINGTON

*Tacoma Ledger*. Average year 1911, daily, 19,001. Sunday, 37,288.

*Tacoma News*. Average for year 1911, 19,210.

## WISCONSIN

*Fond Du Lac Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago.

*Janesville Gazette*. Daily average, July, 1912, daily 6,016; semi-weekly, 1,701.

*Madison State Journal*, daily. Actual average circulation for year 1911, 7,917.

*Racine (Wis.) Journal-News*. Average June, 1912, circulation, 6,920.



**Milwaukee.** *The Evening Wisconsin*, daily. Average daily circulation for first 6 mos. 1912, 46,104, an increase of over 4,000 daily average over 1911. *The Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate, 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

## MANITOBA, CAN.

*Winnipeg, Der Nordwestern*. Canada's National German weekly. Av. 1911 22,026. Rates 56c in.

## ONTARIO, CAN.

*Fort William*, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

## SASKATCHEWAN, CANADA

*Regina, The Leader*. Aver. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

## Want-Ad Mediums

## CONNECTICUT

*MERIDEN Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

*NEW HAVEN Register*. Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

*THE Evening and Sunday Star*, Washington, D. C. (C.C.), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

*THE Chicago Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## MAINE

*THE Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

## MARYLAND

*THE Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



*THE Boston Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



## MINNESOTA

*THE Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.

**CIRCULATIN** *THE Minneapolis Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Aug., '12, amounted to 264,687 lines. The number of individual advertisements published was 39,195. **Ink Pub. Co.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers' Ink Pub. Co.



*THE Minneapolis Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. **Cash order one cent a word, minimum, 20 cents.**



## NEW YORK

*THE Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

*THE Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

*THE Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

*THE Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

*THE Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

## ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy av. 1st 4 mon. '11, 64,154. (◎◎) Delivered to nearly every home.

## ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1860. The only gold mark daily in Boston.

Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

## NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,000 weekly. MCGRAW PUBLISHING CO.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

# THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people.

## TENNESSEE

The Memphis Commercial-Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

# Table of Contents

PRINTERS' INK

October 3, 1912

|  |                           |    |
|--|---------------------------|----|
| Save "Fixed Price" or Have Chaos.....  | <i>Louis F. Geissler</i>  | 3  |
| Gen. Mgr., Victor Talking Machine Co.  |                           |    |
| Advertising When the Market Is "Thin".....   | <i>Paul T. Cherington</i> | 10 |
| Long Life Newspaper Advertising.....   |                           | 20 |
| How Instalment Selling Opens Up New Markets.....   | <i>Munson Hunt</i>        | 24 |
| Ads Overdressed and Art Misplaced.....   | <i>Gilbert P. Farrar</i>  | 30 |
| Campaigns That Have Waked Up Dormant Sales.....  | <i>W. W. Garrison</i>     | 37 |
| Of the Hudson Motor Car Co.  |                           |    |
| How to Tap Real Life for Copy Ideas.....   | <i>F. Cook</i>            | 42 |
| Of the Bell Tel. Co. of Penna.   |                           |    |
| To Penalize the Circulation Liar.....  | <i>Geo. O. Glavis</i>     | 49 |
| Methods of Holding Old Customers.....  | <i>M. C. Robbins</i>      | 55 |
| Gen. Mgr., David Williams Co.  |                           |    |
| The One in Every Four Window Displays That Wins.....   | <i>Cari G. Percy</i>      | 62 |
| Adv. Mgr., Grosset & Dunlap.   |                           |    |
| Possibilities of the Photograph in Advertising Illustration .....                                  |                           | 64 |
| Small Town Retailers' Window Power. ....   | <i>Frank Farrington</i>   | 70 |
| Co-operative Advertising .....   |                           | 78 |
| Outdoor Advertising Brings 115 Per Cent Increase in a Year.....                                    |                           | 79 |
| Editorials .....   |                           | 89 |
| PRINTERS' INK Takes Own Medicine—Small Ad Club Problems<br>Once More—Making To-morrow's Prospects. |                           |    |
| Trade Press Association Discusses Vital Questions.....   |                           | 86 |
| The Little Schoolmaster's Classroom.....   |                           | 88 |

PRINTERS' INK



# Taylor Fitchfield Co.

D.L. Taylor

President and General Manager

*Leading Advertising  
and  
Merchandising Agents  
of America*

NEW YORK **CHICAGO** DETROIT

## In Canada, Newspapers Are Still Powerful and Respected Mirrors of Public Opinion.

They are the strongest of all advertising mediums.

But it is not the medium with the most canvassed list of clients that is necessarily the best.

Many of the best mediums are not represented in the United States at all.

Great discretion is, therefore, necessary in the making up of lists.

It is only by keeping accurate records of each paper's fluctuation in circulation and prestige, that one may buy advertising in them to the best advantage.

We keep this check and compile these records for more than one hundred of the most successful of International advertisers.

We handle their advertising, because they *know* that we alone *know* what it is absolutely necessary for them to *know* if they wish to do profitable advertising in Canada.

This knowledge and experience is at the service of any manufacturer or merchant, who, after thorough investigation, decides to place his Canadian Advertising through us.

If you would like to know more of what we know, write us.

### J. J. GIBBONS Limited

#### CANADIAN ADVERTISING

Newspaper, Trade Paper and all Outdoor Advertising

TORONTO

MONTREAL

WINNIPEG

### CANADA

Cable Address: "Gibjay," Toronto Code: A.B.C., 5th Edition

#### Partial List of Clients

Force  
Vinolia  
Sanitaris  
Comfort Lye  
Fry's Cocoa  
Regal Shoes  
Regal Lager  
M. L. Paluts  
Acme Fences  
Convido Port  
Comfort Soap  
Packard Cere  
Sunlight Soap  
Empire Fences  
Adanac Water  
Blue's Brandy  
Dodge Pulleys  
Lifebuoy Soap  
Waverley Pens  
Thermos Bottle  
Rogers Cement  
Wakefield Hats  
Vestal Olive Oil  
Vapo-Cresolene  
National Apples  
Renfrew Scales  
Catesby Clothing  
Business Systems  
London Feathers  
Reid's Neckwear  
Sovereign Hoses  
National Mig. Co.  
Polo Shoe Polish  
Wire & Cable Co.  
Belanger's Plows  
Gale's Whitebear  
Russell Motor Co.  
Fage Wire Fences  
Crompton Corsets  
A. E. Amer & Co.  
Ontario Wind Mills  
Oxford Underwear  
Fearless Incubators  
Sun Fire Insurance  
B. D. V. Tobaccos  
Premier Separators  
"Ideal" Metal Beds  
Cockshutt Plow Co.  
Barber-Elie Limited  
Edwardsburg Starch  
Manson Campbell Co.  
White Horse Whisky  
Omo Washing Powder  
Coats's Plymouth Gin  
Semi-Ready Clothing  
C. H. Lepage Co., Ltd.  
T. Pringle and Son Ltd.  
Shawinigan Underwear  
Remy Martin's Brandy  
Canada Life Assurance  
"Crown" Corn Syrup  
Black & White Whisky  
Canada Cycle & Motor  
National Cash Registers  
Consolidated Optical Co.  
Maxim Silks and Satins  
Hudson Bay Knitting Co.  
Underwood Typewriters  
"Maggi" Mineral Water  
Ferguson's Cough Drops  
Fedar People of Oshawa  
Vicker's London Dry Gin  
Aromac Office Specialties  
Canadian Engines, Limited  
Drummond Dairy Supplies  
Abbey Effervescent Salt Co.  
Imperial Wire and Cable Co.  
Canadian General Electric Co.  
Dominion Organs and Pianos  
Shaw Correspondence School  
Toronto Hydro Electric System  
McCallum's Perfection Whiskey  
Northern Elec. Rural Telephone

THE MONUMENT OF  
SUCCESS

**"GIBBONS Knows CANADA"**